

**2000 Kansas City Citizen Survey:  
Benchmarking Report**

November 2000

**City Auditor's Office  
City of Kansas City, Missouri**



November 8, 2000

Honorable Mayor and Members of the City Council:

This report compares the results of the 2000 Kansas City Citizen Survey to survey results for other communities in Missouri and Kansas. The surveys and the analysis were done by ETC Institute and represent the first-year results of ETC's DirectionFinder project. DirectionFinder is a survey designed to provide local governments with comparable information about citizen ratings of their communities, local service delivery, and services most in need of attention. This year's report is based on surveys conducted between November 1999 and August 2000 in 17 communities, most of them in the Kansas City metropolitan area.

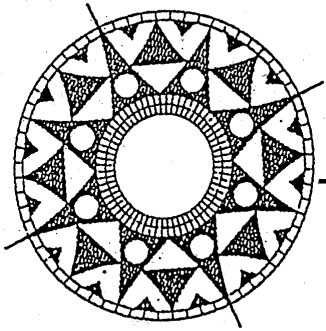
Kansas City residents rated most services related to public safety, parks and recreation, infrastructure maintenance, and codes enforcement below the average or mid-range rating for all communities surveyed. Overall perceptions of water, sewer, and stormwater services, customer service by city employees, public communication and involvement, and value for taxes paid also were rated lower in Kansas City than in many surrounding jurisdictions.

Kansas Citians share common expectations for local services with other area residents. These expectations are reflected in their opinions about services most in need of attention in the next two years. The top two priorities for city residents –maintenance of streets and buildings, and stormwater runoff – also ranked first and second, on average, for all communities surveyed.

The survey results confirm the continuing importance to citizens of basic services, and support the emphasis Kansas City's elected officials and management staff have placed on such services during the last few years. Residents' ratings of street lighting, for example, show that when the city focuses on a priority, it can positively affect citizen satisfaction. For all of Kansas City, survey respondents rated the adequacy of street lighting near the average for all participating cities. The ratings were much higher, however, among those who said they have new lights in their neighborhood. This suggests that when the street lighting initiative is completed, our rating for this service should be among the very highest in the metropolitan area.

Current efforts to increase competitiveness and efficiency in city services should result in marked improvement in citizen satisfaction in the next few years, especially for services identified as high priorities. Continued participation in the DirectionFinder project will allow us to measure improvements from the baseline established in this report. Achieving the key values of the Kansas City Competitiveness and Efficiency Charter should mean higher ratings in future surveys.

Mark Funkhouser  
City Auditor



# ***DirectionFinder Survey***

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## **Year 2000 Benchmarking Report**

conducted for

**Kansas City, Missouri**

by

**ETC Institute**

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**August 2000**

## Table of Contents

Summary Report	1
Comparison Results for Largest Cities	5
Comparison Results for All Cities	9
Appendix: Kansas City Results	13
Summary	15
Importance-Satisfaction Analysis	19
Tabular Data	23
Questionnaire	35
Results by Council District	45

# *DirectionFinder* Survey

## Year 2000 Benchmarking Summary Report

### Overview

The City of Kansas City, Missouri, is a charter member of ETC Institute's *DirectionFinder* program. The program was originally developed in 1999 to help community leaders in the Kansas City area use statistically valid community survey data as a tool for making better decisions.

Since November of 1999, more than 30 cities in seven states have signed up to participate in the program. This report contains benchmarking data for 17 communities in Kansas and Missouri that participated between November 1999 and August 2000. The communities represented in this initial report include:

- Blue Springs, Missouri
- Gardner, Kansas
- Grandview, Missouri
- Independence, Missouri
- Johnson County, Kansas
- Joplin, Missouri
- Kansas City, Missouri
- Lawrence, Kansas
- Lee's Summit, Missouri
- Lenexa, Kansas
- Liberty, Missouri
- Merriam, Kansas
- Olathe, Kansas
- Platte City, Missouri
- Prairie Village, Kansas
- Rolla, Missouri
- Unified Government of Kansas City, Kansas and Wyandotte County

The charts on the following pages show the range of satisfaction among residents in the communities listed above. The charts show the highest, lowest, and average (mean) levels of satisfaction for nearly 50 areas of municipal service delivery. The actual ratings for Kansas City are listed to the right of each chart. The dot on each bar shows how the results for Kansas City compare to the other communities that were surveyed.

The first group of charts (pages 4-7) compares Kansas City, Missouri to only the largest of the other cities in the metropolitan area, those with populations approaching or exceeding 100,000. The first three charts include three such cities in addition to Kansas City, Missouri. The remaining charts include only two additional cities, because one city did not conduct the entire survey.

The second group of charts (pages 8-11) compares Kansas City, Missouri to all of the other participating communities. The results for each question include 13 to 16 other cities, because some questions were not asked in all participating cities. The Kansas City survey also included some questions for which no comparison results are available, because they were not asked in any other jurisdiction.

**Areas of comparable performance** have been identified below, showing the results for Kansas City that ranked in the second or third quartile of all communities surveyed.

Areas for improvement are also listed below, identifying the results for Kansas City that were in the bottom 25% of the communities surveyed. These are grouped by type of service, with overall satisfaction with a group of services in bold, followed by the specific related services.

**Areas of Comparable Performance (Middle Quartiles of all cities surveyed)**

- Adequacy of street lighting
  - Quality of local fire protection
  - Number of city parks
  - Fees charged for recreation programs
- (NOTE: Kansas City respondents who were satisfied with recreation fees were only 25% percent of all those surveyed, while 43% said they did not know. The “don’t know” responses were excluded from the rankings.)

**Areas for Improvement (Bottom 25% of all cities)**

- **Police, fire, and ambulance services overall**
- How quickly public safety personnel respond
- Quality of local police protection
- City’s overall efforts to prevent crime
- Visibility of police in neighborhoods
- Enforcement of local traffic laws
- Quality of animal control
- Visibility of police in retail areas
- **Parks and recreation services overall**
- Maintenance of City parks
- Ease of registering for programs
- Outdoor athletic fields
- City swimming pools
- Walking/biking trails in the City
- **Maintenance of streets/buildings overall**
- Maintenance of City buildings
- Maintenance of traffic signals
- Snow removal/major/residential City streets
- Cleanliness of streets/public areas
- Mowing/trimming of public areas
- Maintenance/preservation of downtown
- Maintenance of City streets
- Maintenance of City sidewalks
- **Enforcement of City codes overall**
- Enforcing sign regulations
- Enforcing exterior maintenance of business property
- Enforcing mowing on private property
- Clean up of litter and debris
- Enforcing maintenance of residential property

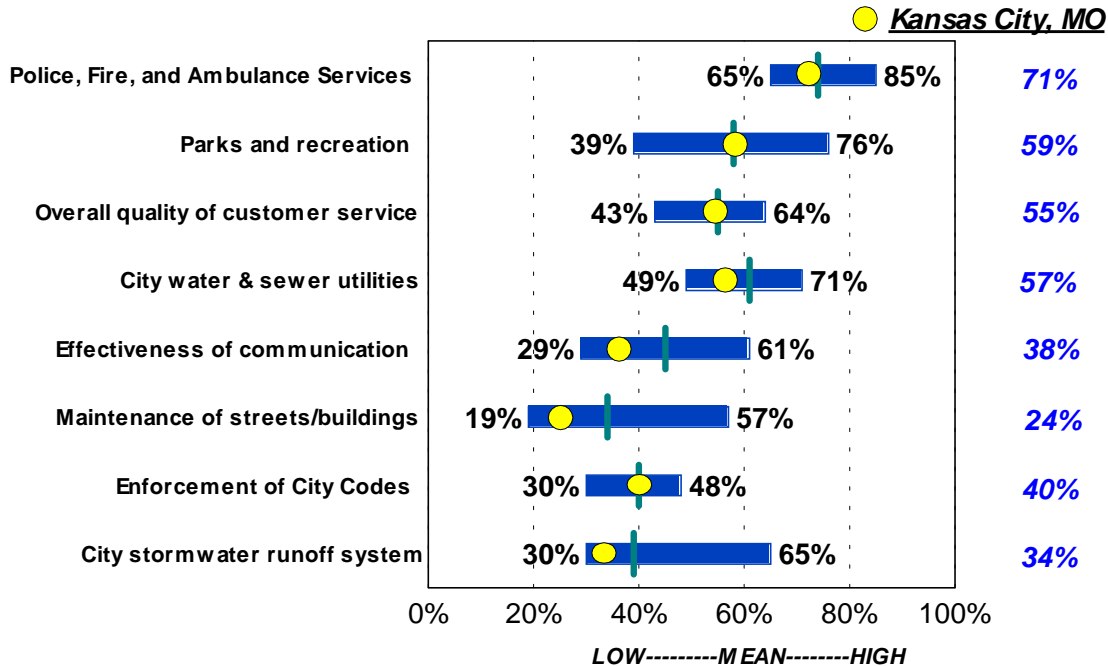
- **City water & sewer utilities overall**
- **City stormwater runoff system overall**
- **Quality of customer service overall**
- **Effectiveness of communication with the public overall**
- Availability of information about City programs/services
- Efforts to keep residents informed
- Level of public involvement in local decisions
- **Overall image of the City**
- **Overall quality of life in the City**
- **Overall value received for your tax dollars**





## Overall Satisfaction With City Services by Major Category for Large Cities in the Metro Kansas City Area

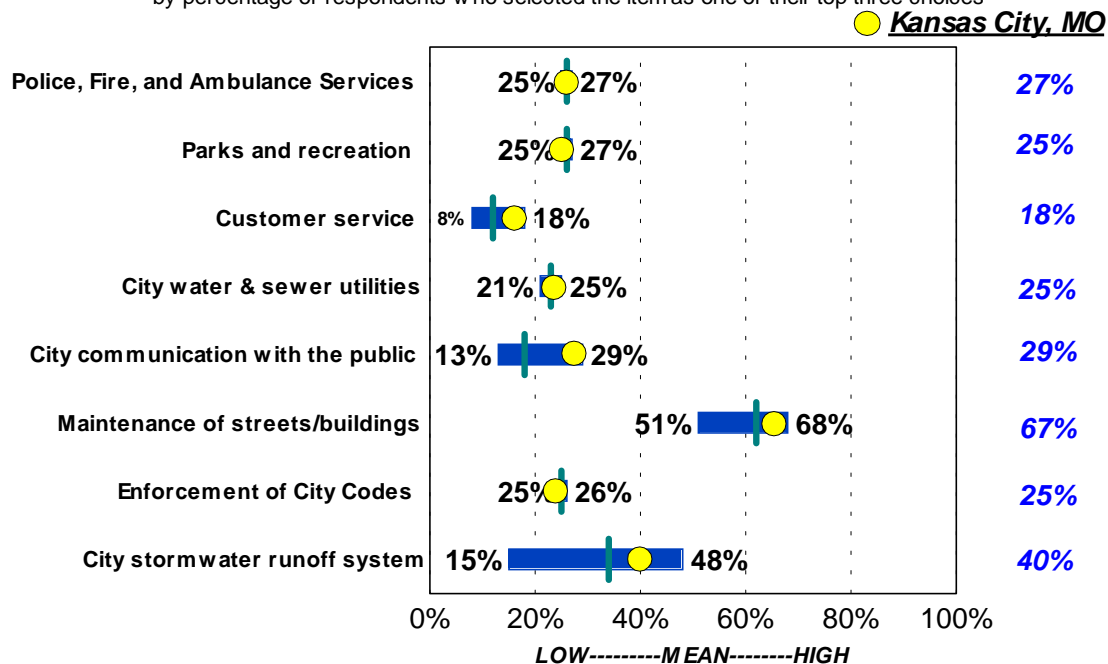
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't know's)



Source: ETC Institute DirectionFinder

## City Services That Residents of Large Cities in the Kansas City Area Think Should Receive the Most Emphasis Over the Next Two Years by Major Category

by percentage of respondents who selected the item as one of their top three choices

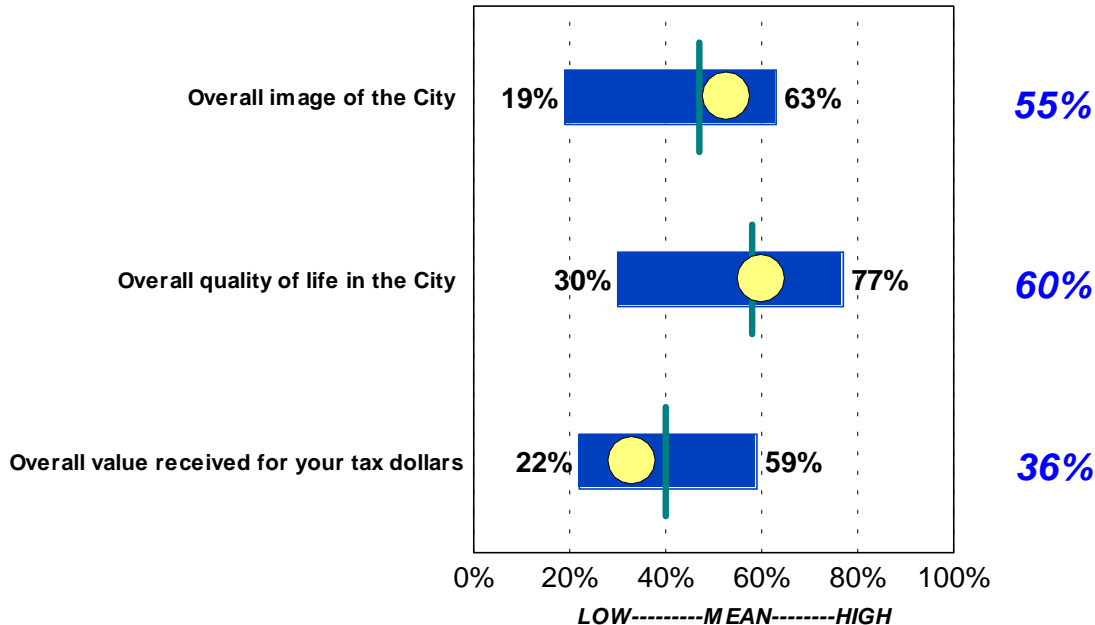


Source: ETC Institute DirectionFinder

## Perceptions that Residents of Large Cities in the Metro Kansas City Area Have of the City in Which They Live

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't know s)

● **Kansas City, MO**

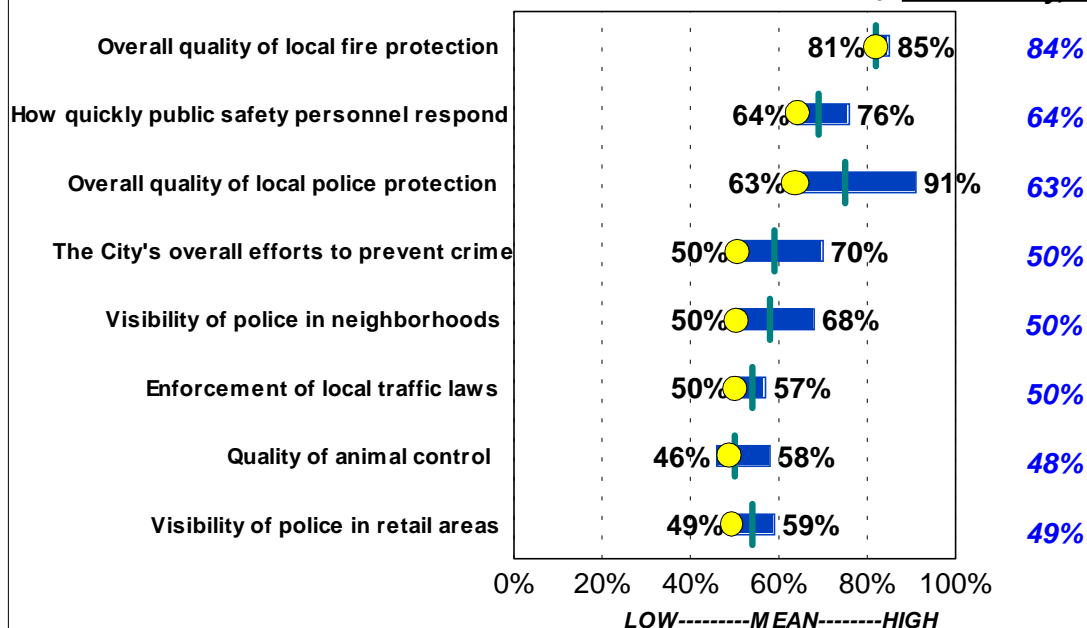


Source: ETC Institute DirectionFinder

## Satisfaction with Various Public Safety Services Provided by Large Cities in the Kansas City Area

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't know s)

● **Kansas City, MO**

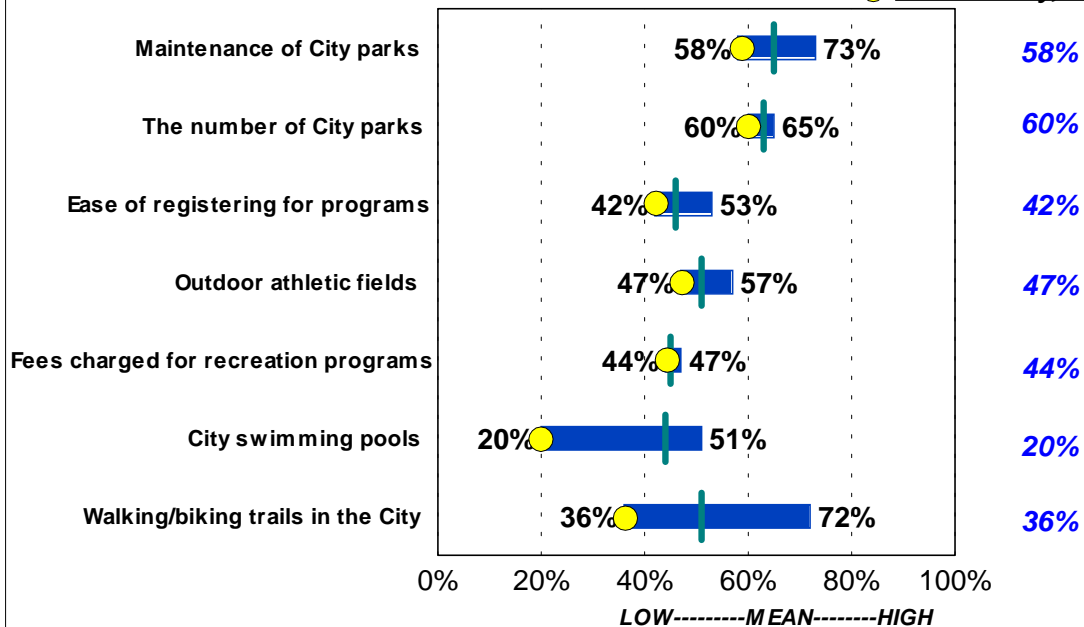


Source: ETC Institute DirectionFinder

## Satisfaction with Parks and Recreation Facilities and Services Provided by Large Cities in the Kansas City Area

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't know's)

● **Kansas City, MO**

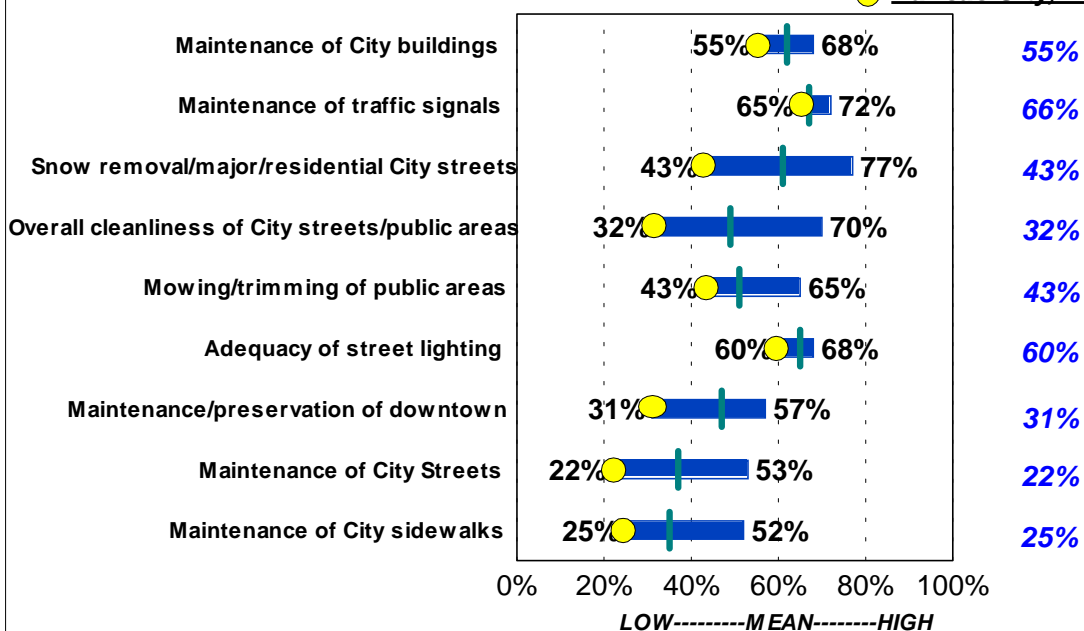


Source: ETC Institute DirectionFinder

## Satisfaction with Maintenance Services Provided by Large Cities in the Kansas City Area

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't know's)

● **Kansas City, MO**

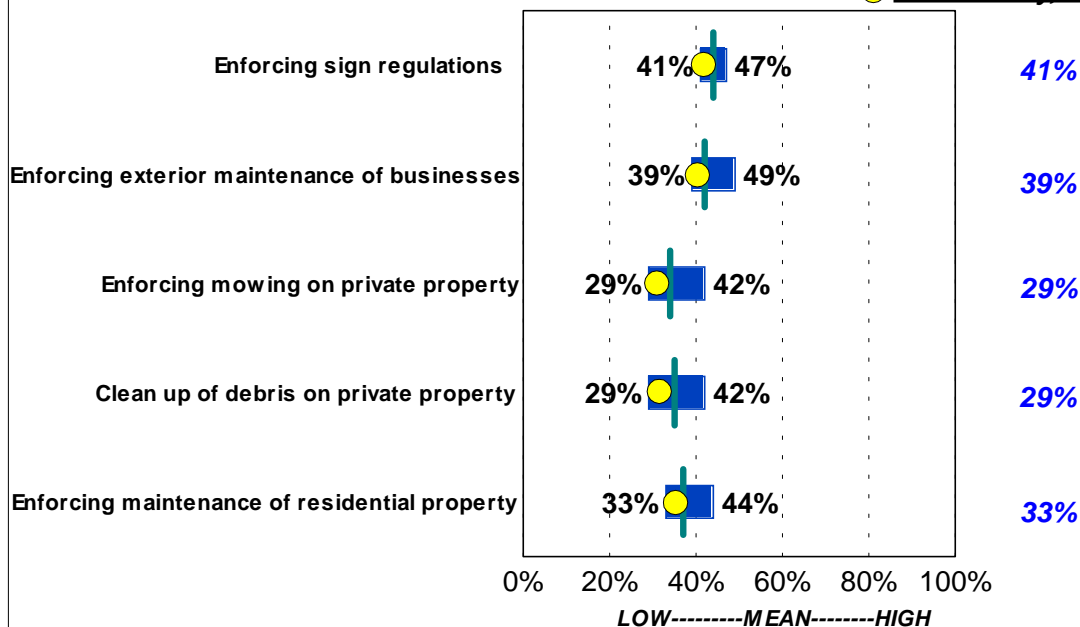


Source: ETC Institute DirectionFinder

## Satisfaction with the Enforcement of Codes and Ordinances by Large Cities in the Kansas City Area

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't know s)

● **Kansas City, MO**

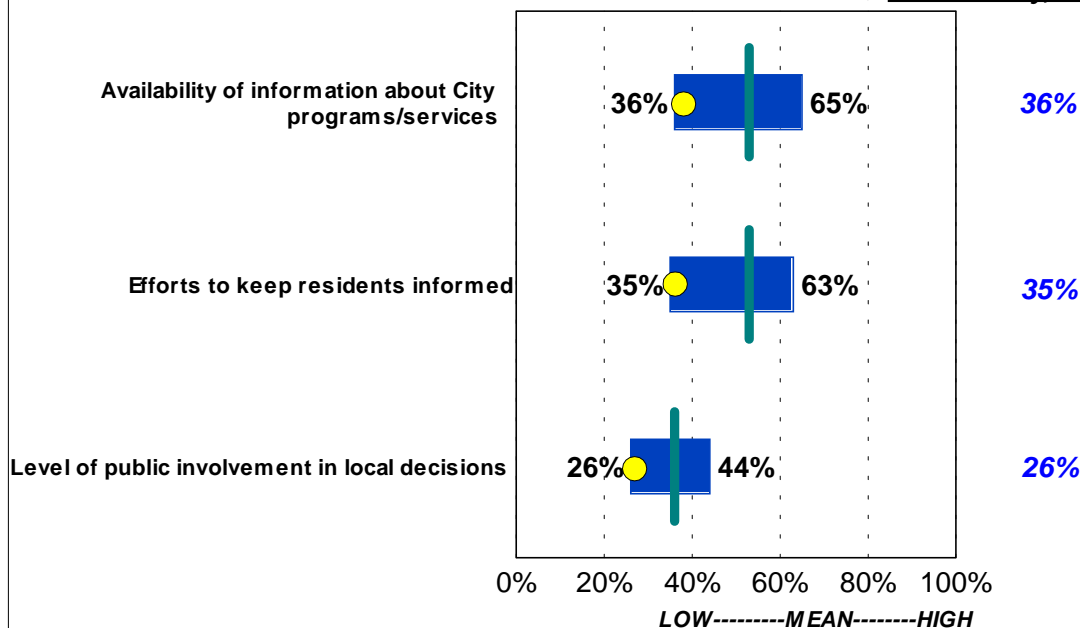


Source: ETC Institute DirectionFinder

## Satisfaction with Various Aspects of City Communications in Large Cities in the Kansas City Area

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't know s)

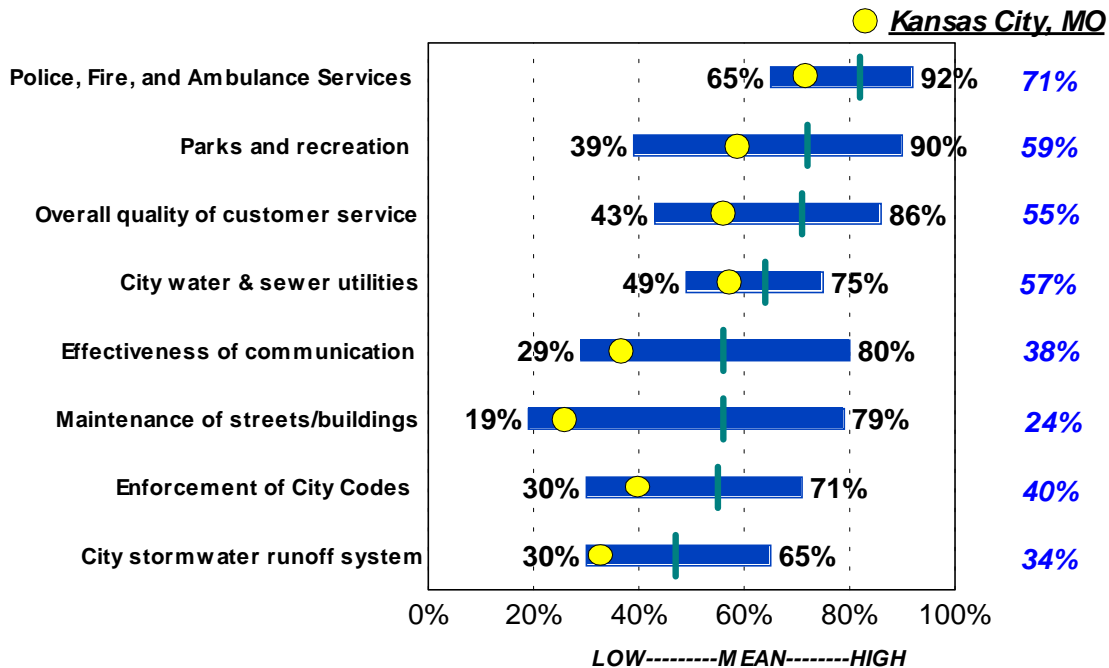
● **Kansas City, MO**



Source: ETC Institute DirectionFinder

## Overall Satisfaction With City Services by Major Category for Cities in the Metro Kansas City Area

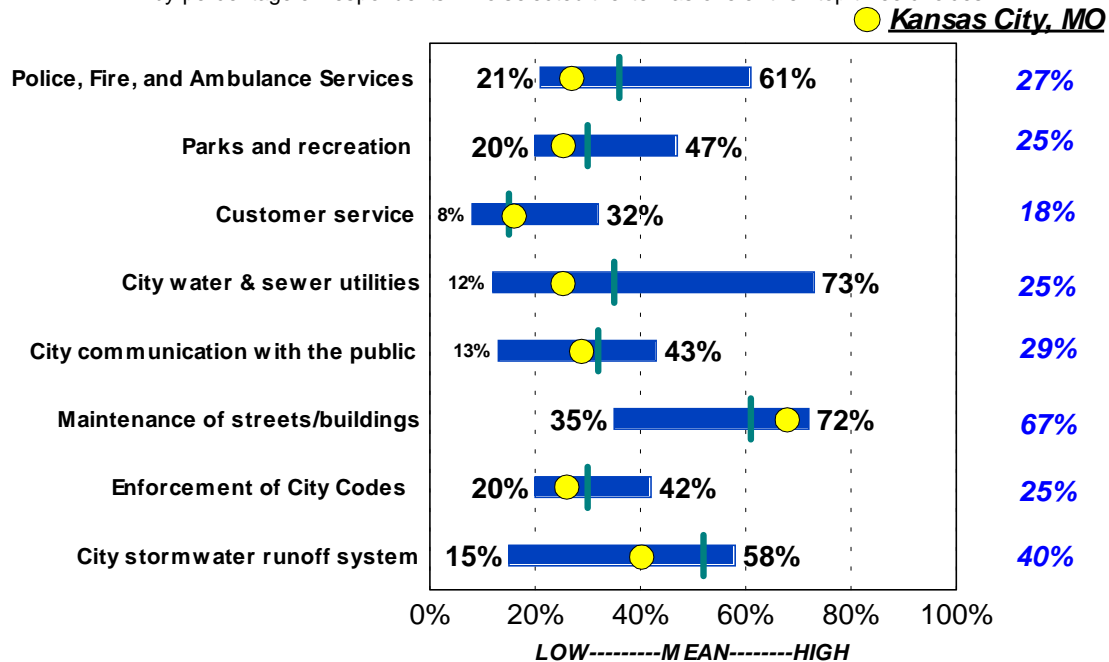
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't know's)



Source: ETC Institute DirectionFinder

## City Services That Residents of the Kansas City Area Think Should Receive the Most Emphasis Over the Next Two Years by Major Category

by percentage of respondents who selected the item as one of their top three choices

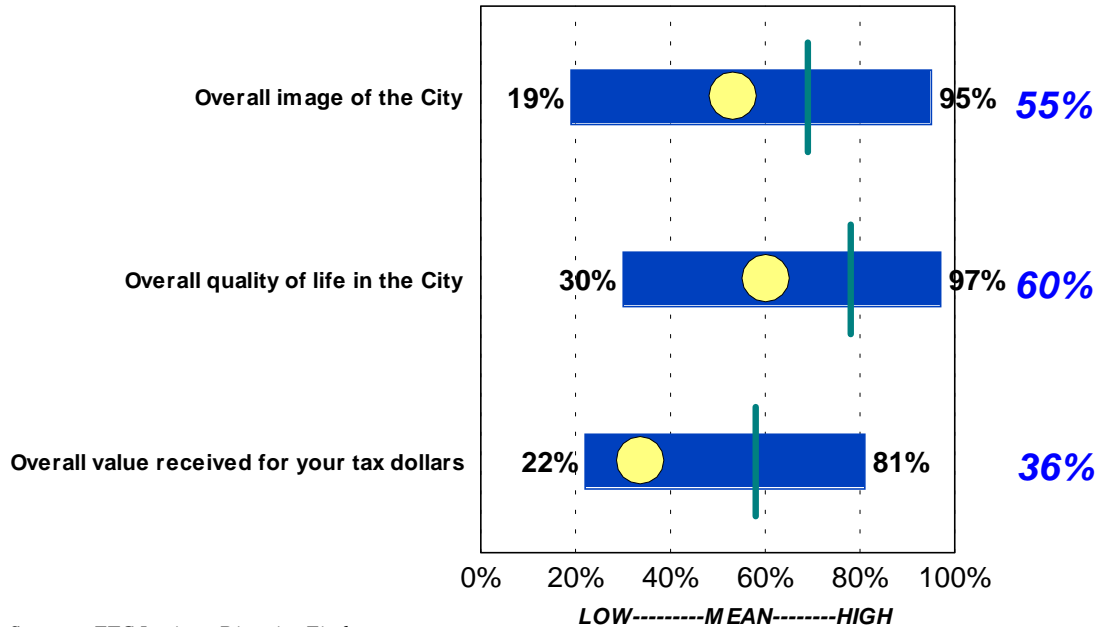


Source: ETC Institute DirectionFinder

## Perceptions that Kansas City Area Residents Have of the City in Which They Live

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't know s)

● **Kansas City, MO**

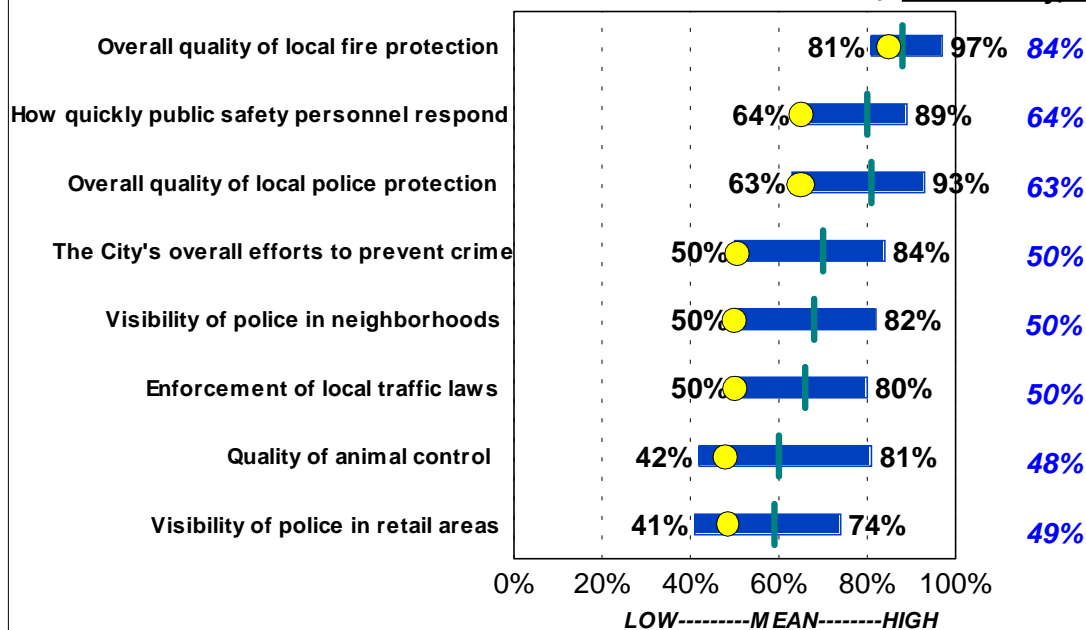


Source: ETC Institute DirectionFinder

## Satisfaction with Various Public Safety Services Provided by Cities in the Kansas City Area

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't know s)

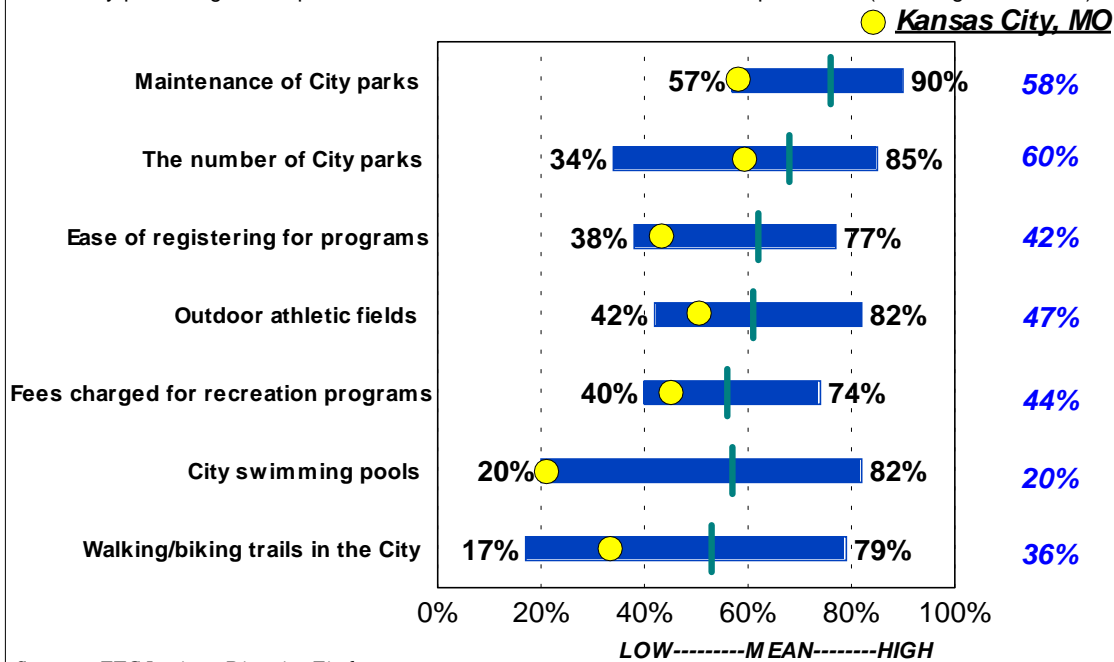
● **Kansas City, MO**



Source: ETC Institute DirectionFinder

## Satisfaction with Parks and Recreation Facilities and Services Provided by Cities in the Kansas City Area

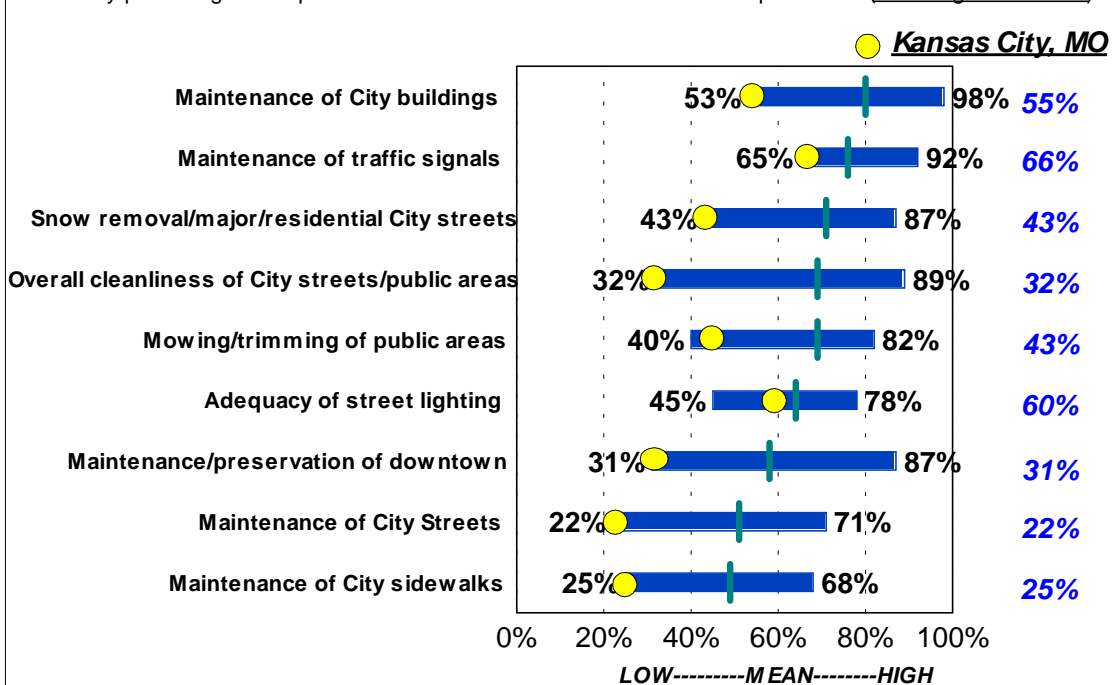
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't know's)



Source: ETC Institute DirectionFinder

## Satisfaction with Maintenance Services Provided by Cities in the Kansas City Area

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't know's)



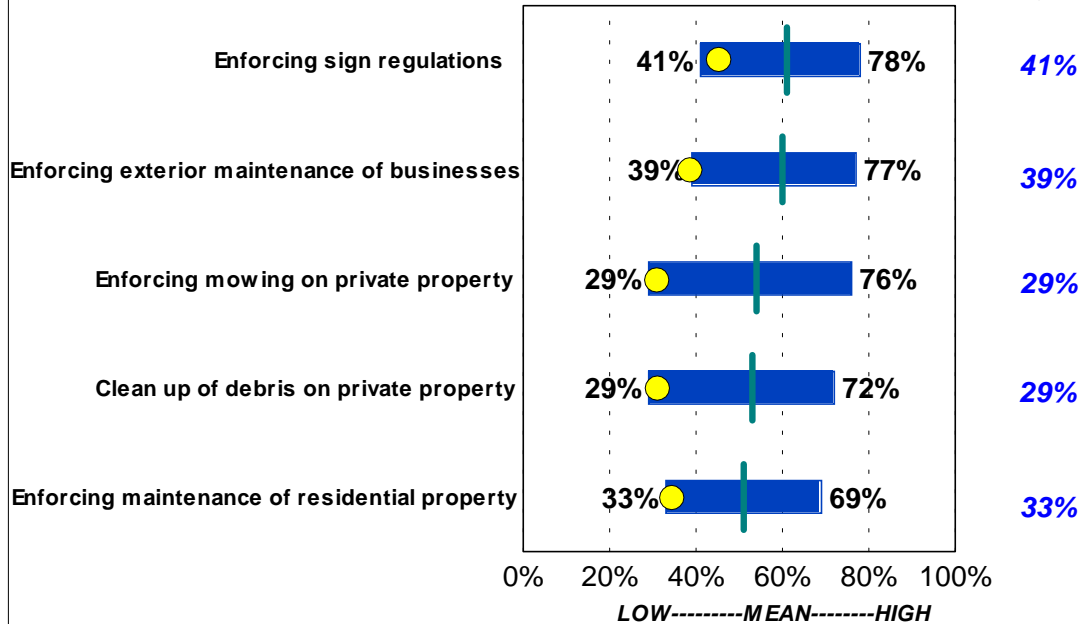
Source: ETC Institute DirectionFinder



## Satisfaction with the Enforcement of Codes and Ordinances by Cities in the Kansas City Area

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't know s)

● **Kansas City, MO**

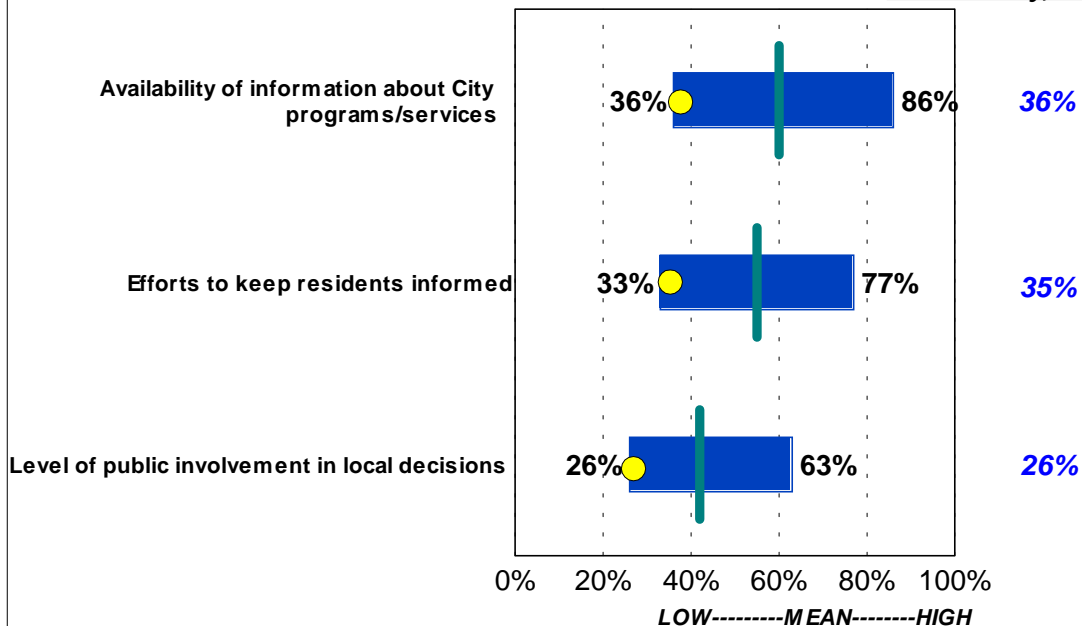


Source: ETC Institute DirectionFinder

## Satisfaction with Various Aspects of City Communications

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't know s)

● **Kansas City, MO**



Source: ETC Institute DirectionFinder

# *DirectionFinder* Survey

## Executive Summary Report

### Overview

ETC Institute administered a survey for the City of Kansas City, Missouri during February 2000. The purpose of the survey was to objectively measure citizen satisfaction with city services and to identify needs among residents of the City. The survey is similar to the City's 1996 and 1998 citizen surveys.

This report contains (1) an executive summary of the major findings, (2) importance-satisfaction analysis, (3) charts depicting the overall results of the survey, (4) tabular data for the overall results to each question on the survey, and (5) a copy of the survey instrument. Significant differences among council districts are identified in the Cross Tabulations section of this report.

### Methodology

The survey was administered by telephone to 1,205 households throughout the City. At least 200 surveys were completed in each of the six city council districts. The overall results of the survey have a 95% level of confidence with a precision of at least +/- 2.9%. The results for each council district have a 95% level of confidence with a precision of at least +/- 7%.

**Improved Demographic Representation.** The decision to administer the survey by phone was done in part to enhance the demographic representation of the sample. Mail surveys are frequently affected by non-response bias because some demographic groups do not respond. The 1998 survey had a relatively high percentage of respondents age 65 and older (33%) and a relatively high percentage of Caucasian/white respondents (77%) as compared to the 1990 Census. According to the 1990 Census, 18% of the City's adult population is age 65 or older and 67% of the population is Caucasian/white. The 2000 survey which was administered by phone was more representative of these groups. Twenty-one percent (21%) of the respondents were age 65 or older and 68% of the respondents indicated they were Caucasian/white. In addition, 25% of the participants in the 2000 survey were African American compared to 17% of the respondents to the 1998 survey.

**Change in rating scale.** The content of the 2000 survey was based on the 1996 and 1998 surveys. The major difference is that the 2000 survey had respondents provide ratings on a 5-point scale and the 1996 and 1998 surveys used a 4-point scale. The advantage to the 5-point scale is that the results of the 2000 can be compared to the results of surveys that are being administered in more than 20 other cities in the Kansas City area this year. In July 2000, ETC Institute will provide the City with benchmarking data for more than 20 cities in the region. This data will provide context for interpreting what the percentages mean (i.e., if 62% of the residents surveyed are satisfied with a particular service, is that good or bad?).

The disadvantage of the change in scale is that it is difficult to determine whether changes from 1998 to 2000 are statistically significant since the ratings are based on different scales. **A review of the positive ratings from both the 1998 and 2000 surveys showed that although there were some changes in the ratings from one period to the next, the overall level of satisfaction with city services appears to have stayed about the same.**

**Interpretation of “Don’t Know” Responses.** The percentage of persons who provide “don’t know” responses is important because it often reflects the level of utilization of some city services. For graphical purposes, the percentage of “don’t know” responses have been excluded to facilitate valid visual comparisons. To ensure that the percentage of “don’t know” responses for each question is not overlooked, the percentages are provided with the tabular data in this report. In the text of this report, the phrase “of those *who had an opinion*” is used to indicate if the “don’t know” responses have been excluded in the determination of the stated percentages.

## Major Findings

- **Overall quality of services provided by the City of Kansas City, Missouri.** Seventy-one percent (71%) *who had an opinion* were satisfied with the quality of police, fire, and ambulance services. More than half were satisfied with water/sewer utilities, parks and recreation, customer service and local public health services. Less than half were satisfied with enforcement of city codes, effectiveness of communication with the public, and the City’s storm water runoff system. Less than one-fourth were satisfied with the maintenance of City streets and buildings.

■ **Services that residents think should receive the most emphasis over the next two years.**

The three major areas that residents think should receive the most emphasis from the City over the next two years are:

1. the maintenance of City streets, buildings, and facilities
2. the City's stormwater runoff system
3. city communication with the public.

■ **Residents are mixed on their level of satisfaction with the overall image of the City of Kansas City, Missouri.** Fifty-five percent (55%) *who had an opinion* were satisfied with the overall image of the City and 60% were satisfied with the overall quality of life in the City. However, less than half (41%) were satisfied with how well the City is planning growth and 36% were satisfied with the overall value received for their tax dollars.

■ **Public Safety.** Eighty-four percent of those surveyed *who had an opinion* indicated that they were satisfied with the quality of local fire protection; 72% indicated that they were satisfied with local ambulance service; 64% were satisfied with how quickly public safety personnel respond to emergencies, 63% were satisfied with the quality of local police protection; 50% were satisfied with the visibility of police in neighborhoods, the enforcement of local traffic laws, and the City's overall efforts to prevent crime; 49% were satisfied with the visibility of police in certain areas; and 48% were satisfied with the quality of animal control.

■ **Parks and Recreation.** The majority of *those who had an opinion* were satisfied with the number of city parks (60%) and the maintenance of city parks (58%). Less than half of those surveyed *who had an opinion* were satisfied with City golf courses (46%), outdoor athletic fields (47%), City recreation programs/classes (43%), ease of registering for programs (42%), walking/biking trails in the City (36%), fees charged for recreation programs (44%), the quality of the City's youth athletic programs (39%), and the quality of the City's adult athletic programs (35%). Less than one-fifth (19%) were satisfied with the City's swimming pools. **More than one-third of those surveyed were unable to provide ratings because they seldom use city parks and recreation programs or facilities.**

■ **City Maintenance.** The majority of *those who had an opinion* were satisfied with the quality of trash collection services (66%), the adequacy of street lighting (60%), snow removal on major City streets (62%) and maintenance of traffic signals (66%). The lowest level of satisfaction related to the maintenance of city streets (22%), maintenance of City sidewalks (25%), and Snow removal on residential streets (24%).

- **Impact of New Street Lighting.** Of those who reported they had new street lighting in their neighborhood, 74% reported that they were satisfied with the quality of city street lighting compared to 46% of those who indicated they did not have new street lighting in their neighborhood.
  
- **Code Enforcement.** Residents are generally not satisfied with the enforcement of the maintenance of residential property, the enforcement of the mowing and trimming on private property, the clean up of litter and debris on private property, and the prosecuting of illegal dumping activities.

# Importance-Satisfaction Analysis

## Kansas City, Missouri

### Overview

Today, city officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two (2) of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

### Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding 'don't knows'). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable.  $[IS = Importance \times (1 - Satisfaction)]$ .

**Example of the Calculation.** Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Twenty-five percent (25%) of the respondents *who had an opinion* selected *parks and recreation* as one of their top three choices; 8% selected it as their first choice, 9% selected it as their second choice and 8% selected it as their third choice. The combined sum of 25% ranked *parks and recreation* as the fifth most important service to emphasize over the next two years.

With regard to satisfaction, *parks and recreation* was ranked second overall with 59% rating *parks and recreation* as a "4" or a "5" on a 5-point scale excluding "Don't know" responses. The I-S rating for *parks and recreation* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 25% was multiplied by 41% (1-0.59). This calculation yielded an I-S rating of 0.1025, which was ranked sixth out of nine major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an activity as one of their top three choices to emphasize over the next three years and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the City to emphasize over the next two years.

### Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should be a very high priority for the City. In this range, the City should definitely increase the current level of emphasis. Ratings from .10 to .20 identify service areas that are high priorities and should, at a minimum, continue to receive the current level of emphasis. Ratings that are between 0.05 and .10 identify service areas that are of medium priority where the City should not increase the current level of emphasis. Ratings that are 0.05 or less identify service areas that are of low priority where the City should consider decreasing the current level of emphasis.

- *Very High Priority: Definitely Increase Emphasis ( $IS \geq 0.20$ )*
- *High Priority: Maintain or Increase Current Emphasis ( $0.10 \leq IS < 0.20$ )*
- *Medium Priority - Do Not Increase Current Emphasis ( $0.05 < IS < 0.10$ )*
- *Low Priority - Decrease Current Emphasis ( $IS \leq 0.05$ )*

The results for Kansas City, Missouri are provided on the following page.

# Importance-Satisfaction Rating

## City of Kansas City, Missouri

February 2000

The information presented in the following table should be interpreted with regard to the importance city residents place on various city services and how satisfied they are with each service. Improvements in those areas with the highest I-S rating will cause the greatest marginal increase in overall satisfaction with city services.

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (&gt;.20)</b>						
Maintenance of Streets, Buildings, and Other City Facilities	67%	1	24%	9	<b>0.5092</b>	<b>1</b>
Stormwater Runoff System	40%	2	34%	8	<b>0.2640</b>	<b>2</b>
<b>High Priority (.10-.20)</b>						
Communication with the Public	29%	3	38%	7	<b>0.1798</b>	<b>3</b>
Enforcement of Codes and Ordinances	25%	5	40%	6	<b>0.1500</b>	<b>4</b>
Water and Sewer Utilities	25%	5	57%	3	<b>0.1075</b>	<b>5</b>
Parks and Recreation	25%	5	59%	2	<b>0.1025</b>	<b>6</b>
<b>Medium Priority (&lt;.10)</b>						
Quality of Customer Service	18%	8	55%	5	<b>0.0810</b>	<b>7</b>
Police, Fire and Ambulance Service	27%	4	71%	1	<b>0.0783</b>	<b>8</b>
Local Public Health Services	18%	8	57%	3	<b>0.0774</b>	<b>9</b>

**Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)**

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" (excluding don't knows). Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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# City of Kansas City, Missouri

## DirectionFinder Survey

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<b>OVERALL SATISFACTION</b>
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- 
1. I would like to begin by asking you to rate your overall satisfaction with major categories of services provided by the City of Kansas City, Missouri. Please rate each item on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<b><u>How satisfied are you with:</u></b>	<b><u>Very Satisfied</u></b> %	<b><u>Somewhat Satisfied</u></b> %	<b><u>Neutral</u></b> %	<b><u>Somewhat Dissatisfied</u></b> %	<b><u>Very Dissatisfied</u></b> %	<b><u>Don't Know</u></b> %
Overall quality of police, fire, and ambulance services	34	33	19	5	3	6
Overall quality of City parks and recreation programs and facilities	20	34	24	8	5	9
Overall maintenance of city streets, buildings and facilities	8	16	32	23	21	<1
Overall quality of City water and sewer utilities	23	34	23	9	9	2
Overall enforcement of city codes and ordinances	13	21	31	12	11	12
Overall quality of customer service you receive from City employees	20	31	22	10	9	8
Overall effectiveness of city communication with the public	11	25	34	15	10	5
Overall quality of the City's storm water runoff/storm water management system	11	20	27	18	15	9
Overall quality of local public health services	16	28	25	5	4	22

**2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years?**

%	<u>First Choice</u> %	<u>Second Choice</u> %	<u>Third Choice</u> %	<u>Top Choice</u>
Overall quality of police, fire, and ambulance services	12	7	8	27
Overall quality of City parks and recreation programs and facilities	8	9	8	25
Overall maintenance of city streets, buildings and facilities	34	23	10	67
Overall quality of City water and sewer utilities	7	10	8	25
Overall enforcement of city codes and ordinances	7	9	9	25
Overall quality of customer service you receive from City employees	4	6	8	18
Overall effectiveness of city communication with the public	6	10	13	29
Overall quality of the City's storm water runoff/storm water management system	11	13	16	40
Overall quality of local public health services	6	5	7	18
None	5	0	0	5

**3. Next, I'd like you to rate your overall satisfaction with several items that may influence your perception of the City of Kansas City. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

	<u>Very Satisfied</u> %	<u>Somewhat Satisfied</u> %	<u>Neutral</u> %	<u>Somewhat Dissatisfied</u> %	<u>Very Dissatisfied</u> %	<u>Don't Know</u> %
<b><u>How satisfied are you with:</u></b>						
Overall value that you receive for your City tax dollars and fees	9	26	34	15	14	2
Overall image of the City	18	37	28	12	5	<1
How well the City is planning growth	15	23	30	16	9	7
Overall quality of life in the City	18	42	28	8	3	1

**4. I'll begin by asking about your satisfaction with various aspects of public safety.  
How satisfied are you with:**

	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Don't Know
	%	%	%	%	%	%
Overall quality of local police protection	25	36	21	9	7	2
The visibility of police in neighborhoods	21	28	24	16	10	1
The visibility of police in retail areas	16	30	31	12	6	5
The City's overall efforts to prevent crime	15	33	32	11	6	3
Enforcement of local traffic laws	18	31	28	12	8	3
Overall quality of local fire protection	39	39	12	2	1	7
Quality of local ambulance service	30	30	18	3	2	17
How quickly public safety personnel respond to emergencies	24	30	21	7	3	15
Quality of animal control	16	27	26	12	10	9

**5. Next, I'd like to ask you about parks and recreation. How satisfied are you with:**

	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Don't Know
	%	%	%	%	%	%
Maintenance of City parks	19	33	24	10	4	10
The number of City parks	26	28	22	9	4	11
Walking and biking trails	11	17	23	18	11	20
City Swimming pools	5	9	21	17	14	34
City Golf Courses	10	17	21	6	4	42
Outdoor athletic fields (i.e. baseball, soccer, and flag football)	12	23	25	10	5	25
The City's youth athletic programs	8	16	23	10	5	38
The City's adult athletic programs	7	13	22	9	5	44
Other City recreation programs, such as classes, trips, and special events	9	17	23	9	3	39
Ease of registering for programs	8	15	22	7	3	45
Fees that are charged for recreation Programs	8	17	22	6	4	43

**6. Now, I'm going to ask you about city maintenance. How satisfied are you with:**

	<u>Very Satisfied</u> %	<u>Somewhat Satisfied</u> %	<u>Neutral</u> %	<u>Somewhat Dissatisfied</u> %	<u>Very Dissatisfied</u> %	<u>Don't Know</u> %
Maintenance of City streets	7	15	31	26	21	<1
Maintenance of sidewalks in the city	6	17	29	21	21	6
Maintenance of street signs	16	35	28	12	7	2
Maintenance of traffic signals	22	43	24	7	3	1
Maintenance and preservation of downtown Kansas City, MO	8	19	28	19	14	12
Maintenance of city buildings, such as City Hall	14	32	27	8	3	16
Snow removal on major City streets	22	39	22	9	6	2
Snow removal on streets in residential areas	7	17	23	24	27	2
Mowing and trimming along City streets and other public areas	12	29	28	17	11	3
Overall cleanliness of City streets and other public areas	8	24	35	19	13	1
Overall quality of trash collection services	28	37	20	7	6	2
Adequacy of City street lighting	24	36	23	10	6	1

**6a. Do you live in an area with new street lighting?**

	<u>Percentage of Respondents</u> %
Yes	51
No	49

**7. The next topic involves enforcement of city codes and ordinances. How satisfied are you with:**

	<u>Very Satisfied</u> %	<u>Somewhat Satisfied</u> %	<u>Neutral</u> %	<u>Somewhat Dissatisfied</u> %	<u>Very Dissatisfied</u> %	<u>Don't Know</u> %
Maintenance the clean up of litter and debris on private property	9	17	26	20	17	11
Enforcing the mowing and cutting of weeds on private property	8	18	29	20	16	9
Enforcing the maintenance of residential property	10	20	29	18	13	10
Enforcing the exterior maintenance of business property	9	24	32	13	7	15
Enforcing codes designed to protect public safety and public health	10	27	31	10	5	17
Enforcing sign regulations	10	23	32	11	6	18
Enforcing and prosecuting illegal dumping activities	8	12	23	18	21	18

**8. I'd now like to ask you some questions about City leadership. How satisfied are you with:**

	<u>Very Satisfied</u> %	<u>Somewhat Satisfied</u> %	<u>Neutral</u> %	<u>Somewhat Dissatisfied</u> %	<u>Very Dissatisfied</u> %	<u>Don't Know</u> %
Overall quality of leadership provided by the City's elected officials	8	27	33	17	9	6
Overall effectiveness of appointed boards and commissions	7	20	34	17	10	12
Overall effectiveness of the city manager and appointed staff	9	26	35	12	6	12

**9. Next, I'm going to ask you questions about City communications. How satisfied are you with:**

	<u>Very Satisfied</u> %	<u>Somewhat Satisfied</u> %	<u>Neutral</u> %	<u>Somewhat Dissatisfied</u> %	<u>Very Dissatisfied</u> %	<u>Don't Know</u> %
Maintenance availability of information about City programs and services	11	23	31	17	10	8
City efforts to keep you informed about local issues	11	22	31	20	11	5
The level of public involvement in local decision making	5	18	31	23	13	10

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<b>CITY SPECIFIC QUESTIONS</b>
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- 10. During the past week, approximately how many minutes did you or other members of your household watch the City's cable television Channel ?**

	Percentage of Respondents, %	
Zero/did not watch at all	65	
Less than 15 minutes	12	15-59
minutes	12	1-3
hours	8	More
than 3 hours	3	

- 11. I would now like you to rate Kansas City, Missouri, on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor" with regard to each of the following:**

<b><u>How would you rate Kansas City, Missouri:</u></b>	<b><u>Excellent</u></b>	<b><u>Good</u></b>	<b><u>Below Neutral</u></b>	<b><u>Average</u></b>	<b><u>Poor</u></b>	<b><u>Don't Know</u></b>
	%	%	%	%	%	%
As a place to live	26	45	22	4	3	0
As a place to raise children	18	33	26	13	8	2
As a place to work	24	45	22	5	2	2

- 12. On a scale of 1 to 5 where 5 means "very SAFE" and 1 means "very UNSAFE," please rate how safe you feel in the following situations:**

<b><u>How would you rate Kansas City, Missouri:</u></b>	<b><u>Very safe</u></b>	<b><u>Safe</u></b>	<b><u>Neutral</u></b>	<b><u>Unsafe</u></b>	<b><u>Very unsafe</u></b>	<b><u>Don't Know</u></b>
	%	%	%	%	%	%
At home during the day	48	35	13	3	1	<1
At home at night	34	36	19	8	3	<1
In your neighborhood during the day	45	36	14	4	1	<1
In your neighborhood at night	27	33	22	11	6	<1
In City parks during the day	21	32	23	7	4	13
In City parks at night	3	5	16	24	37	15



**13. Were you or anyone in your household the victim of any crime in Kansas City, Missouri during the past 12 months ?**

	Percentage of <u>Respondents</u> %
Yes	16
No	84

**13a. Did you or another member of your household report the crime to the Kansas City, Missouri, Police Department?**

	Percentage of <u>Respondents</u> %
Yes	83
No	16
Don't know	1

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**14. During the past 12 months, approximately how many times did you or other members of your household visit any parks in Kansas City, Missouri?**

	Percentage of <u>Respondents</u> %
At least once a week	15
A few times a month	20
Monthly	14
Less than once a month	17
Seldom or never	34

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**15. During the past 12 months, approximately how many times did you or other members of your household visit a park in Kansas City, Missouri that is near your home?**

	Percentage of <u>Respondents</u> %
At least once a week	15
A few times a month	16
Monthly	13
Less than once a month	14
Seldom or never	42

- 16. During the past 12 months, approximately how many times did you or other members of your household use City recreation facilities, such as swimming pools, community centers, sports fields, or golf courses?**

	<u>Percentage of Respondents</u> %
At least once a week	7
A few times a month	11
Monthly	8
Less than once a month	11
Seldom or never	63

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- 17. Would you use the Internet to do any of the following?**

	<u>YES</u> %	<u>NO</u> %
Sign up for City parks and recreation programs?	38	62
Pay municipal court fines?	30	70
Obtain City permits?	37	63

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<b>DEMOGRAPHICS</b>
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**18. Counting yourself, how many people regularly live in your household?**

	Percentage of <u>Respondents</u> %
One	23
Two	36
Three	17
Four	13
Five	7
Six+	4

---

**19. How many (counting yourself), are?**

	Percentage of <u>Respondents</u> %
Under age 5	7
Ages 5-9	7
Ages 10-14	7
Ages 15-19	6
Ages 20-24	6
Ages 25-34	15
Ages 35-44	15
Ages 45-54	13
Ages 55-64	10
Ages 65-74	9
Ages 75+	5

**20. Approximately how many years have you lived in the City of Kansas City?**

	Percentage of <u>Respondents</u> %
Less than 5 years	16
5-10 years	10
11-20 years	12
More than 20 years	62

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**21. Do you own or rent your current residence?**

	Percentage of <u>Respondents</u> %
Own	75
Rent	25

---

**22. Which of the following best describes your race/ethnicity (check all that apply)?**

	Percentage of <u>Respondents</u> %
Asian/Pacific Islander	1
White	68
American Indian/Eskimo	2
Black/African American	25
Hispanic	2
Other	2

---

**23. What is your age?**

	Percentage of <u>Respondents</u> %
Under 25	5
25 to 34	20
35 to 44	20
45 to 54	18
55 to 64	15
65+	21
None Given	<1

**24. Would you say your total household income is:**

	Percentage of <u>Respondents</u> %
Under \$30,000	28
\$30,000 to \$59,999	30
\$60,000 to \$99,999	15
\$100,000 or more	5
refused	22

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**25. Respondent's sex:**

	Percentage of <u>Respondents</u> %
Male	44
Female	56

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**26. Have you or other adult members of your household used the Internet from your home during the past week?**

	Percentage of <u>Respondents</u> %
Yes	37
No	63

# City of Kansas City, Missouri

## District: 1 2 3 4 5 6 DirectionFinder Survey

This is \_\_\_\_\_. I am calling for the City of Kansas City. City leaders would like your opinion about how well the City is delivering services to residents. Your input will be used to help set community priorities so that tax dollars are spent wisely. Can I have a just few minutes of your time to ask you a few questions? (If asked: the survey takes about 10 minutes; if you are not sure that the respondent is an adult, ask to speak to someone at least 18 years of age)

Do you live in the City limits of Kansas City, Missouri? If YES continue; If NO end interview.

### OVERALL SATISFACTION

1. I would like to begin by asking you to rate your overall satisfaction with major categories of services provided by the City of Kansas City, Missouri. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i><u>How satisfied are you with:</u></i>	<u>Very Satisfied</u>	<u>Somewhat Satisfied</u>	<u>Neutral</u>	<u>Somewhat Dissatisfied</u>	<u>Very Dissatisfied</u>	<u>Don't Know</u>
(A) Overall quality of police, fire, and ambulance services.....	5	4	3	2	1	9
(B) Overall quality of City parks and recreation programs and facilities.....	5	4	3	2	1	9
(C) Overall maintenance of city streets, buildings and facilities.....	5	4	3	2	1	9
(D) Overall quality of City water and sewer utilities .....	5	4	3	2	1	9
(E) Overall enforcement of city codes and ordinances.....	5	4	3	2	1	9
(F) Overall quality of customer service you receive from City employees .....	5	4	3	2	1	9
(G) Overall effectiveness of city communication with the public .....	5	4	3	2	1	9
(H) Overall quality of the City's stormwater runoff/stormwater management system .....	5	4	3	2	1	9
(I) Overall quality of local public health services .....	5	4	3	2	1	9

2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 1 above].

\_\_\_\_\_  
1st

\_\_\_\_\_  
2nd

\_\_\_\_\_  
3rd

**3. Next, I'd like you to rate your overall satisfaction with several items that may influence your perception of the City of Kansas City. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

<u>How satisfied are you with:</u>	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Don't Know
(A) Overall value that you receive for your City tax dollars and fees.....	5	4	3	2	1	9
(B) Overall image of the City .....	5	4	3	2	1	9
(C) How well the City is planning growth.....	5	4	3	2	1	9
(D) Overall quality of life in the City .....	5	4	3	2	1	9

**I would now like you to rate your satisfaction with specific services and facilities provided by the City of Kansas City, Missouri. For each of the items I read, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

**4. I'll begin by asking about your satisfaction with various aspects of public safety. How satisfied are you with:**

(A) Overall quality of local police protection ...	5	4	3	2	1	9
(B) The visibility of police in neighborhoods ...	5	4	3	2	1	9
(C) The visibility of police in retail areas.....	5	4	3	2	1	9
(D) The City's overall efforts to prevent crime .....	5	4	3	2	1	9
(E) Enforcement of local traffic laws.....	5	4	3	2	1	9
(F) Overall quality of local fire protection.....	5	4	3	2	1	9
(G) Quality of local ambulance service.....	5	4	3	2	1	9
(H) How quickly public safety personnel respond to emergencies.....	5	4	3	2	1	9
(I) Quality of animal control.....	5	4	3	2	1	9

**5. Next, I'd like to ask you about parks and recreation. How satisfied are you with:**

(A) Maintenance of City parks .....	5	4	3	2	1	9
(B) The number of City parks .....	5	4	3	2	1	9
(C) Walking and biking trails in the City .....	5	4	3	2	1	9
(D) City Swimming pools .....	5	4	3	2	1	9
(E) City Golf Courses .....	5	4	3	2	1	9
(F) Outdoor athletic fields (i.e. baseball, soccer, and flag football) .....	5	4	3	2	1	9
(G) The City's youth athletic programs .....	5	4	3	2	1	9
(H) The City's adult athletic programs.....	5	4	3	2	1	9
(I) Other City recreation programs, such as classes, trips, and special events .....	5	4	3	2	1	9
(J) Ease of registering for programs.....	5	4	3	2	1	9
(K) Fees that are charged for recreation programs.....	5	4	3	2	1	9

Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Don't Know
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**6. Now, I'm going to ask you about city maintenance. How satisfied are you with:**

- |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|
| (A) Maintenance of City streets.....                                      | 5 | 4 | 3 | 2 | 1 | 9 |
| (B) Maintenance of sidewalks in the city.....                             | 5 | 4 | 3 | 2 | 1 | 9 |
| (C) Maintenance of street signs.....                                      | 5 | 4 | 3 | 2 | 1 | 9 |
| (D) Maintenance of traffic signals.....                                   | 5 | 4 | 3 | 2 | 1 | 9 |
| (E) Maintenance and preservation of<br>downtown Kansas City, MO.....      | 5 | 4 | 3 | 2 | 1 | 9 |
| (F) Maintenance of city buildings, such as<br>City Hall.....              | 5 | 4 | 3 | 2 | 1 | 9 |
| (G) Snow removal on major City streets.....                               | 5 | 4 | 3 | 2 | 1 | 9 |
| (H) Snow removal on streets in residential<br>areas.....                  | 5 | 4 | 3 | 2 | 1 | 9 |
| (I) Mowing and trimming along City streets<br>and other public areas..... | 5 | 4 | 3 | 2 | 1 | 9 |
| (J) Overall cleanliness of City streets and<br>other public areas.....    | 5 | 4 | 3 | 2 | 1 | 9 |
| (K) Overall quality of trash collection services.....                     | 5 | 4 | 3 | 2 | 1 | 9 |
| (L) Adequacy of City street lighting.....                                 | 5 | 4 | 3 | 2 | 1 | 9 |

**6m. Do you live in an area with new street lighting? ..... YES .....NO**

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**7. The next topic involves enforcement of city codes and ordinances. How satisfied are you with:**

- |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|
| (A) Enforcing the clean up of litter<br>and debris on private property.....     | 5 | 4 | 3 | 2 | 1 | 9 |
| (B) Enforcing the mowing and cutting of<br>weeds on private property ... ..     | 5 | 4 | 3 | 2 | 1 | 9 |
| (C) Enforcing the maintenance of residential<br>property.....                   | 5 | 4 | 3 | 2 | 1 | 9 |
| (D) Enforcing the exterior maintenance<br>of business property.....             | 5 | 4 | 3 | 2 | 1 | 9 |
| (E) Enforcing codes designed to protect<br>public safety and public health..... | 5 | 4 | 3 | 2 | 1 | 9 |
| (F) Enforcing sign regulations.....   | 5 | 4 | 3 | 2 | 1 | 9 |
| (G) Enforcing and prosecuting illegal<br>dumping activities.....                | 5 | 4 | 3 | 2 | 1 | 9 |



Very Satisfied      Somewhat Satisfied      Neutral      Somewhat Dissatisfied      Very Dissatisfied      Don't Know

**8. I'd now like to ask you some questions about City leadership. How satisfied are you with:**

- (A) Overall quality of leadership provided  
by the City's elected officials ..... 5.....4.....3.....2.....1 ..... 9
- (B) Overall effectiveness of appointed boards  
and commissions ..... 5.....4.....3.....2.....1 ..... 9
- (C) Overall effectiveness of the city manager  
and appointed staff ..... 5.....4.....3.....2.....1 ..... 9

**9. Next, I'm going to ask you questions about City communications. How satisfied are you with:**

- (A) The availability of information about City  
programs and services ..... 5.....4.....3.....2.....1 ..... 9
- (B) City efforts to keep you informed about  
local issues ..... 5.....4.....3.....2.....1 ..... 9
- (C) The level of public involvement in local  
decision making..... 5.....4.....3.....2.....1 ..... 9

<b>CITY SPECIFIC QUESTIONS</b>
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**10. During the past week, approximately how many minutes did you or other members of your household watch the City's cable television Channel 2?**

- \_\_\_\_ (1) zero/did not watch at all
- \_\_\_\_ (2) less than 15 minutes
- \_\_\_\_ (3) 15-59 minutes
- \_\_\_\_ (4) 1-3 hours
- \_\_\_\_ (5) more than 3 hours

**11. I would now like you to rate Kansas City, Missouri, on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor" with regard to each of the following:**

- | <u>How would you rate Kansas City, Missouri:</u> | <u>Excellent</u> | <u>Good</u> | <u>Neutral</u> | <u>Below Average</u> | <u>Poor</u> | <u>Don't Know</u> |
|--|------------------|-------------|----------------|----------------------|-------------|-------------------|
| (A) As a place to live .....                     | 5                | 4           | 3              | 2                    | 1           | 9                 |
| (B) As a place to raise children.....            | 5                | 4           | 3              | 2                    | 1           | 9                 |
| (C) As a place to work .....                     | 5                | 4           | 3              | 2                    | 1           | 9                 |

**12. On a scale of 1 to 5 where 5 means “very SAFE” and 1 means “very UNSAFE,” please rate how safe you feel in the following situations:**

<b><i>How would you rate Kansas City, Missouri:</i></b>	<b><u>Very safe</u></b>	<b><u>Safe</u></b>	<b><u>Neutral</u></b>	<b><u>unsafe</u></b>	<b><u>very unsafe</u></b>	<b><u>Don't Know</u></b>
(A) At home during the day .....	5	4	3	2	1	9
(B) At home at night .....	5	4	3	2	1	9
(C) In your neighborhood during the day.....	5	4	3	2	1	9
(D) In your neighborhood at night .....	5	4	3	2	1	9
(E) In City parks during the day .....	5	4	3	2	1	9
(F) In City parks at night .....	5	4	3	2	1	9

**13. Were you or anyone in your household the victim of any crime in Kansas City, Missouri during the past 12 months?**

- \_\_\_\_(1) Yes [ask #13a]  
 \_\_\_\_ (2) No

**13a. [ONLY If YES to Q#13] Did you or another member of your household report the crime to the Kansas City, Missouri, Police Department?**

- \_\_\_\_(1) Yes  
 \_\_\_\_ (2) No  
 \_\_\_\_ (9) Don't know

**14. During the past 12 months, approximately how many times did you or other members of your household visit any parks in Kansas City, Missouri?**

- \_\_\_\_(1) at least once a week  
 \_\_\_\_ (2) a few times a month  
 \_\_\_\_ (3) monthly  
 \_\_\_\_ (4) less than once a month  
 \_\_\_\_ (5) seldom or never

**15. During the past 12 months, approximately how many times did you or other members of your household visit a park in Kansas City, Missouri that is near your home?**

- \_\_\_\_(1) at least once a week  
 \_\_\_\_ (2) a few times a month  
 \_\_\_\_ (3) monthly  
 \_\_\_\_ (4) less than once a month  
 \_\_\_\_ (5) seldom or never

**16. During the past 12 months, approximately how many times did you or other members of your household use City recreation facilities, such as swimming pools, community centers, sports fields, or golf courses?**

- \_\_\_\_(1) at least once a week  
 \_\_\_\_ (2) a few times a month  
 \_\_\_\_ (3) monthly  
 \_\_\_\_ (4) less than once a month  
 \_\_\_\_ (5) seldom or never

**17. Would you use the Internet to do any of the following?**

(A) Sign up for City parks and recreation programs? ..... (1) Yes .... (2) No

(B) Pay municipal court fines? ..... (1) Yes .... (2) No

(C) Obtain City permits? ..... (1) Yes .... (2) No

<b>DEMOGRAPHICS</b>
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**18. Counting yourself, how many people regularly live in your household? \_\_\_\_\_**

**19. How many (counting yourself), are?**

Under age 5                      \_\_\_\_\_                      Ages 20-24                      \_\_\_\_\_                      Ages 55-64                      \_\_\_\_\_

Ages 5-9                      \_\_\_\_\_                      Ages 25-34                      \_\_\_\_\_                      Ages 65-74                      \_\_\_\_\_

Ages 10-14                      \_\_\_\_\_                      Ages 35-44                      \_\_\_\_\_                      Ages 75+                      \_\_\_\_\_

Ages 15-19                      \_\_\_\_\_                      Ages 45-54                      \_\_\_\_\_

**20. Approximately how many years have you lived in the City of Kansas City?**

\_\_\_\_\_ years

**21. Do you own or rent your current residence?**

\_\_\_\_(1) Own

\_\_\_\_(2) Rent

**22. Which of the following best describes your race/ethnicity (check all that apply)?**

\_\_\_\_(1) Asian/Pacific Islander                      \_\_\_\_ (4) Black/African American

\_\_\_\_(2) White                      \_\_\_\_ (5) Hispanic

\_\_\_\_(3) American Indian/Eskimo                      \_\_\_\_ (6) Other: \_\_\_\_\_

**23. What is your age?**

\_\_\_\_(1) under 25                      \_\_\_\_ (4) 45 to 54

\_\_\_\_(2) 25 to 34                      \_\_\_\_ (5) 55 to 64

\_\_\_\_(3) 35 to 44                      \_\_\_\_ (6) 65+

**24. Would you say your total household income is:**

\_\_\_\_(1) Under \$30,000

\_\_\_\_(2) \$30,000 to \$59,999

\_\_\_\_(3) \$60,000 to \$99,999

\_\_\_\_(4) more than \$100,000

\_\_\_\_(9) [DO NOT READ] refused

**25. Respondent's sex: [do not ask]**

\_\_\_\_(1) Male

\_\_\_\_(2) Female

**26. Have you or other adult members of your household used the Internet from your home during the past week?**

\_\_\_\_(1) Yes

\_\_\_\_(2) No

**27. Do you have any other comments you would like to make before we end the survey?**

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**The City of Kansas City Thanks You For Your Time - This Concludes the Survey.**

## *Results by Council District*

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KCMO DirectionFinder - Results by Council District

overall satisfaction

(N=1205)

Col%	District					
	1	2	3	4	5	6

Q1a Quality of police/fire/ambulance

1=very dissat	1.5	0.0	5.0	4.5	5.5	0.5
2=somewhat dissat	3.5	6.3	5.0	3.0	8.0	4.0
3=neutral	20.7	18.8	18.4	18.7	21.4	19.0
4=Somewhat	33.8	38.2	30.3	34.3	27.4	34.5
5=very satisfied	33.8	29.5	36.3	32.3	34.8	35.5
9=dk	6.6	7.2	5.0	7.1	3.0	6.5

Q1b Quality of city parks/rec prgm/fac

1=very dissat	6.6	4.8	4.5	2.5	7.5	3.0
2=somewhat dissat	10.1	8.2	8.5	7.6	9.5	7.0
3=neutral	23.7	27.5	20.9	23.2	23.4	26.5
4=Somewhat	33.8	30.0	28.9	42.9	32.8	34.5
5=very satisfied	19.2	20.8	25.4	14.1	22.4	17.5
9=dk	6.6	8.7	11.9	9.6	4.5	11.5

Q1c Maintenance of city sts/bldg/fac

1=very dissat	20.7	<b>14.0</b>	29.9	18.7	25.9	17.0
2=somewhat dissat	20.7	19.8	20.4	27.8	24.4	24.5
3=neutral	34.3	36.7	26.9	29.8	29.4	35.0
4=Somewhat	16.7	18.4	13.9	19.2	12.4	16.5
5=very satisfied	7.1	<b>11.1</b>	8.5	4.0	7.5	6.5
9=dk	0.5	0.0	0.5	0.5	0.5	0.5

Q1d Quality of city water/sewer util

1=very dissat	7.1	5.8	<b>15.4</b>	8.1	10.9	8.5
2=somewhat dissat	7.1	7.7	11.9	10.6	9.5	10.5
3=neutral	20.2	19.8	23.9	24.7	27.9	21.0
4=Somewhat	35.4	37.7	24.4	36.9	30.8	37.0
5=very satisfied	27.8	26.6	22.9	18.2	19.4	22.5
9=dk	2.5	2.4	1.5	1.5	1.5	0.5

Q1e Enfrcmnt of city codes/ordinances

1=very dissat	11.6	<b>4.3</b>	<b>13.9</b>	9.1	<b>17.4</b>	9.0
2=somewhat dissat	9.6	11.6	13.9	13.1	12.4	9.0
3=neutral	28.3	25.6	31.3	34.8	31.3	33.5
4=Somewhat	24.2	24.6	17.4	18.7	17.4	21.5
5=very satisfied	15.2	16.4	14.4	7.6	13.4	13.5
9=dk	11.1	17.4	9.0	<b>16.7</b>	8.0	13.5

KCMO DirectionFinder - Results by Council District

overall satisfaction

(N=1205)

Col%	District					
	1	2	3	4	5	6

Q1f Customer service recvd from empl

1=very dissat	11.6	<u>4.3</u>	8.0	9.6	13.4	6.0
2=somewhat dissat	11.6	10.6	8.0	10.1	10.9	11.0
3=neutral	16.7	26.1	19.4	24.7	22.9	23.5
4=Somewhat	28.3	30.4	27.9	31.3	27.9	37.0
5=very satisfied	22.7	16.9	25.9	18.7	20.4	15.5
9=dk	9.1	11.6	10.9	5.6	4.5	7.0

Q1g Effectiveness of city comm w/public

1=very dissat	8.1	7.7	11.4	10.1	14.4	<u>5.5</u>
2=somewhat dissat	16.2	17.4	14.4	16.2	12.9	15.5
3=neutral	31.3	32.4	30.3	38.4	32.3	38.5
4=Somewhat	25.3	28.0	24.9	22.2	25.4	25.0
5=very satisfied	13.6	9.7	12.4	9.1	11.4	10.5
9=dk	5.6	4.8	6.5	4.0	3.5	5.0

Q1h City's stormwater runoff/stormwater

1=very dissat	13.1	14.5	17.9	15.7	16.4	10.0
2=somewhat dissat	16.2	14.5	13.9	27.8	15.9	19.0
3=neutral	30.3	27.1	26.9	23.7	29.9	26.0
4=Somewhat	21.2	22.2	16.4	19.2	15.9	26.0
5=very satisfied	11.1	11.1	15.9	<u>6.6</u>	12.9	8.5
9=dk	8.1	10.6	9.0	7.1	9.0	10.5

Q1i Local public health services

1=very dissat	2.5	3.4	3.0	3.5	5.0	3.0
2=somewhat dissat	4.0	4.8	7.0	6.1	5.0	5.0
3=neutral	24.7	19.8	22.9	29.3	24.4	29.0
4=Somewhat	33.3	30.9	25.9	24.2	27.4	26.5
5=very satisfied	15.2	18.8	20.4	<u>8.6</u>	20.4	12.5
9=dk	20.2	22.2	20.9	28.3	17.9	24.0



# KCMO DirectionFinder - Results by Council District

importance of major services  
(N=1205)

Col%	District					
	1	2	3	4	5	6
Q2 First choice						
A=police/fire/amb1	14.6	14.0	12.9	11.1	10.0	12.0
B=city parks/rec	9.6	8.7	7.0	7.1	8.0	4.5
C=maint city st	32.3	28.5	34.8	33.3	33.8	39.0
D=city water/sewer	3.5	4.8	11.9	7.6	7.0	8.0
E=enfcmt of codes	7.6	6.3	6.5	4.5	11.4	4.5
F=cust svc	5.6	5.8	0.0	5.1	5.0	5.0
G=effect city comm	7.6	8.2	5.0	3.0	7.0	5.5
H=stormwater runof	8.6	15.0	12.4	14.1	8.0	9.0
I=public health	2.5	6.3	7.0	8.6	6.5	5.5
Z=none	8.1	2.4	2.5	5.6	3.5	7.0
Q2 Second						
A=police/fire/amb1	5.8	9.1	9.0	6.7	9.0	7.1
B=city parks/rec	14.5	11.7	6.9	8.4	6.9	8.7
C=maint city st	24.9	27.9	18.5	24.7	29.8	26.2
D=city water/sewer	10.4	8.1	15.3	9.0	11.2	13.1
E=enfcmt of codes	10.4	5.6	15.3	6.7	9.0	9.8
F=cust svc	5.2	4.6	5.3	6.7	8.5	7.1
G=effect city comm	10.4	13.2	11.1	12.9	6.9	10.4
H=stormwater runof	13.3	14.2	12.2	18.0	13.8	13.1
I=public health	5.2	5.6	6.3	6.7	4.8	4.4
Q2 Third						
A=police/fire/amb1	9.0	14.2	8.3	8.4	7.3	6.8
B=city parks/rec	9.6	14.2	6.7	8.4	7.9	12.4
C=maint city st	12.2	13.7	11.1	12.0	10.7	11.3
D=city water/sewer	6.4	8.9	10.6	9.0	8.4	10.7
E=enfcmt of codes	12.2	7.9	15.0	11.4	9.0	6.2
F=cust svc	8.3	7.9	7.8	12.0	10.1	6.8
G=effect city comm	12.8	14.7	13.3	11.4	19.1	18.6
H=stormwater runof	23.1	11.1	20.0	19.2	17.4	19.8
I=public health	6.4	7.4	7.2	8.4	10.1	7.3

KCMO DirectionFinder - Results by Council District

Perceptions of Value and Image  
(N=1205)

Col%	District					
	1	2	3	4	5	6
-----						
=====						
Q3a Value recv for city tax dollars						
-----						
1=very dissat	10.6	10.6	<b><u>18.9</u></b>	10.1	<b><u>20.4</u></b>	11.5
2=somewhat dissat	16.2	16.9	13.9	14.1	14.4	15.5
3=neutral	32.3	34.3	30.3	40.9	30.3	35.0
4=somewhat sat	29.3	22.7	20.9	26.8	24.4	30.0
5=very satisfied	8.6	12.6	14.4	5.1	8.0	7.0
9=dk	3.0	2.9	1.5	3.0	2.5	1.0
Q3b Image of city						
-----						
1=very dissat	3.0	5.3	6.5	5.6	6.0	5.0
2=somewhat dissat	15.2	9.2	10.0	11.1	11.9	13.0
3=neutral	25.8	29.0	24.9	30.3	29.9	29.5
4=somewhat sat	40.4	33.8	33.3	43.4	32.3	34.5
5=very satisfied	15.7	21.3	24.9	9.1	19.4	17.5
9=dk	0.0	1.4	0.5	0.5	0.5	0.5
Q3c How well city responding to growth						
-----						
1=very dissat	10.1	12.6	7.0	9.6	8.5	9.0
2=somewhat dissat	14.1	13.0	16.4	20.2	15.4	15.0
3=neutral	30.3	31.4	22.4	35.9	23.4	35.5
4=somewhat sat	25.3	24.2	21.9	18.7	26.9	18.5
5=very satisfied	12.6	11.1	<b><u>25.9</u></b>	6.1	<b><u>21.4</u></b>	12.5
9=dk	7.6	7.7	6.5	9.6	4.5	9.5
Q3d Quality of life in city						
-----						
1=very dissat	1.5	1.9	5.5	2.5	5.5	2.5
2=somewhat dissat	7.6	5.8	7.5	6.1	10.4	8.0
3=neutral	30.3	24.6	26.9	29.3	26.4	31.5
4=somewhat sat	39.4	45.4	35.8	47.5	39.3	44.0
5=very satisfied	20.7	19.8	23.4	14.1	17.4	12.5
9=dk	0.5	2.4	1.0	0.5	1.0	1.5

# KCMO DirectionFinder - Results by Council District

## Public Safety (N=1205)

Col%	District					
	1	2	3	4	5	6

### Q4a Local police protection

1=very dissat	3.0	<b><u>2.4</u></b>	<b><u>11.9</u></b>	7.6	<b><u>10.4</u></b>	4.5
2=somewhat dissat	12.1	6.3	10.9	6.1	10.4	8.0
3=neutral	18.2	19.8	19.9	26.3	21.9	19.5
4=somewhat sat	42.4	38.2	30.8	39.9	28.4	35.0
5=very satisfied	21.7	27.5	25.4	<b><u>18.7</u></b>	25.9	32.0
9=dk	2.5	5.8	1.0	1.5	3.0	1.0

### Q4b Visible of police in neighborhood

1=very dissat	10.6	7.2	14.4	8.6	13.9	7.0
2=somewhat dissat	17.2	15.5	14.4	18.2	15.4	16.0
3=neutral	18.7	21.7	29.9	27.3	21.9	23.5
4=somewhat sat	32.3	30.0	19.9	30.8	22.4	29.5
5=very satisfied	20.7	24.6	20.4	<b><u>13.1</u></b>	25.4	24.0
9=dk	0.5	1.0	1.0	2.0	1.0	0.0

### Q4c Visibility of police in retail area

1=very dissat	4.0	4.3	9.5	8.1	5.5	4.0
2=somewhat dissat	15.7	12.6	5.5	10.6	11.9	15.0
3=neutral	29.3	32.4	33.3	32.3	28.4	28.5
4=somewhat sat	31.3	29.0	22.9	35.9	29.4	32.0
5=very satisfied	14.1	17.4	21.4	<b><u>9.6</u></b>	16.9	15.5
9=dk	5.6	4.3	7.5	3.5	8.0	5.0

### Q4d Overall effort to prevent crime

1=very dissat	2.0	5.8	9.5	5.6	7.5	4.5
2=somewhat dissat	10.6	7.2	10.4	11.6	12.4	12.0
3=neutral	32.3	37.2	26.9	34.3	29.4	30.5
4=somewhat sat	37.4	28.5	31.8	35.4	28.4	37.0
5=very satisfied	13.6	17.4	20.4	<b><u>8.6</u></b>	19.9	12.5
9=dk	4.0	3.9	1.0	4.5	2.5	3.5

Public Safety  
(N=1205)

Col%	District					
	1	2	3	4	5	6
=====						
Q4e Enfrmnt of local traffic laws						
-----						
1=very dissat	6.1	7.2	6.5	13.1	11.4	7.5
2=somewhat dissat	13.1	12.6	13.4	11.6	10.9	12.0
3=neutral	32.3	23.7	22.9	31.3	26.4	30.5
4=somewhat sat	30.8	32.4	32.3	31.8	25.9	33.0
5=very satisfied	15.7	21.7	20.4	<u>11.1</u>	21.4	15.0
9=dk	2.0	2.4	4.5	1.0	4.0	2.0
Q4f Quality of local fire protection						
-----						
1=very dissat	0.5	0.0	2.0	0.0	1.0	0.5
2=somewhat dissat	1.5	1.4	3.0	0.5	3.5	3.0
3=neutral	13.1	15.0	11.9	11.6	10.4	12.5
4=somewhat sat	45.5	37.2	29.4	44.9	35.3	39.0
5=very satisfied	34.3	36.2	49.8	33.8	43.8	37.5
9=dk	5.1	10.1	4.0	9.1	6.0	7.5
Q4g Quality of ambulance service						
-----						
1=very dissat	2.0	1.4	2.5	1.0	2.0	1.0
2=somewhat dissat	3.5	2.4	2.0	3.5	4.0	4.5
3=neutral	18.7	22.7	12.9	21.2	13.4	18.5
4=somewhat sat	32.8	29.0	24.4	32.8	31.3	31.0
5=very satisfied	30.3	22.7	42.3	22.7	31.3	28.5
9=dk	12.6	21.7	15.9	18.7	17.9	16.5
Q4h How quickly public safety respond						
-----						
1=very dissat	3.0	2.4	2.5	4.0	5.0	3.0
2=somewhat dissat	7.6	7.2	8.5	6.1	7.0	2.0
3=neutral	16.7	22.7	23.4	18.7	18.9	25.5
4=somewhat sat	35.4	27.5	26.9	27.8	28.4	33.0
5=very satisfied	21.7	19.3	31.3	24.7	28.4	20.0
9=dk	15.7	20.8	<u>7.5</u>	18.7	12.4	16.5
Q4i Quality of animal control						
-----						
1=very dissat	11.1	8.7	11.9	7.6	15.4	4.5
2=somewhat dissat	9.1	8.2	16.9	9.6	11.4	15.5
3=neutral	30.3	26.1	25.9	26.8	20.9	24.5
4=somewhat sat	26.3	25.6	21.9	25.3	28.9	34.5
5=very satisfied	15.7	17.9	18.9	16.2	17.9	11.0
9=dk	7.6	13.5	4.5	14.6	5.5	10.0

KCMO DirectionFinder - Results by Council District

Parks and Recreation  
(N=1205)

Col%	District					
	1	2	3	4	5	6
=====						
Q5a Maint of city parks						
-----						
1=very dissat	6.1	2.9	3.5	2.5	7.5	1.0
2=somewhat dissat	11.6	8.7	10.9	10.1	8.5	8.0
3=neutral	22.2	27.5	20.9	25.3	21.9	27.5
4=somewhat sat	32.8	29.5	29.4	37.4	33.3	36.5
5=very satisfied	19.7	20.8	25.9	12.6	21.4	12.5
9=dk	7.6	10.6	9.5	12.1	7.5	14.5
Q5b # of city parks						
-----						
1=very dissat	4.5	6.3	5.5	2.0	4.0	1.5
2=somewhat dissat	8.6	14.0	5.0	10.1	5.5	13.0
3=neutral	24.2	23.2	23.4	20.2	19.4	19.0
4=somewhat sat	24.2	27.5	25.9	31.8	27.4	30.5
5=very satisfied	28.8	19.8	29.4	22.2	<u>35.3</u>	21.5
9=dk	9.6	9.2	10.9	13.6	8.5	14.5
Q5c Walking/biking trails in city						
-----						
1=very dissat	<u>10.6</u>	<u>14.5</u>	11.4	8.1	11.4	7.0
2=somewhat dissat	<u>22.2</u>	<u>21.7</u>	15.9	20.2	10.4	15.0
3=neutral	22.7	21.3	22.9	23.2	21.9	26.0
4=somewhat	13.1	12.6	12.9	22.2	23.9	19.0
5=very satisfied	11.1	14.0	14.4	7.1	12.4	9.5
9=dk	20.2	15.9	22.4	19.2	19.9	23.5
Q5d City swimming pools						
-----						
1=very dissat	13.6	11.1	14.9	15.2	15.4	13.0
2=somewhat dissat	22.2	14.5	15.4	21.7	14.9	16.5
3=neutral	20.7	19.8	27.4	16.7	22.9	21.0
4=somewhat	9.6	11.1	8.5	6.6	9.0	8.0
5=very satisfied	3.0	5.8	9.5	2.0	4.0	2.5
9=dk	30.8	37.7	<u>24.4</u>	37.9	33.8	39.0

KCMO DirectionFinder - Results by Council District

Parks and Recreation  
(N=1205)

Col%	District					
	1	2	3	4	5	6
=====						
Q5e City golf courses						
-----						
1=very dissat	5.6	4.3	4.5	4.5	6.5	2.5
2=somewhat dissat	4.0	7.7	5.0	5.6	5.5	7.5
3=neutral	21.2	22.7	16.4	24.2	18.9	20.0
4=somewhat	17.7	14.0	16.9	18.2	13.9	19.0
5=very satisfied	8.1	10.1	15.9	6.1	10.0	10.0
9=dk	43.4	41.1	41.3	41.4	45.3	41.0
Q5f Outdoor athletic fields						
-----						
1=very dissat	4.5	3.4	8.0	4.0	6.0	3.5
2=somewhat dissat	10.1	9.7	6.0	13.6	11.9	6.5
3=neutral	26.3	26.1	22.4	24.7	22.4	27.5
4=somewhat	25.3	22.2	24.4	21.7	23.9	19.5
5=very satisfied	11.6	15.0	16.4	6.6	11.4	12.0
9=dk	22.2	23.7	22.9	29.3	24.4	31.0
Q5g City's youth athletic programs						
-----						
1=very dissat	5.6	3.4	8.0	4.5	6.0	4.5
2=somewhat dissat	9.1	9.2	9.0	8.6	12.4	9.0
3=neutral	23.2	21.3	24.9	21.7	20.9	24.0
4=somewhat	17.2	15.0	14.4	12.6	18.4	17.5
5=very satisfied	8.6	9.2	12.9	3.0	9.5	6.0
9=dk	36.4	42.0	30.8	<b><u>49.5</u></b>	32.8	39.0
Q5h City's adult athletic prgms						
-----						
1=very dissat	4.5	3.9	9.0	4.5	7.5	4.5
2=somewhat dissat	10.1	8.7	10.4	8.1	10.9	7.5
3=neutral	23.7	18.8	18.4	23.7	19.9	25.5
4=somewhat	14.6	13.5	11.4	9.1	15.4	13.5
5=very satisfied	3.5	7.2	14.9	3.0	8.0	4.0
9=dk	43.4	47.8	35.8	<b><u>51.5</u></b>	38.3	45.0

KCMO DirectionFinder - Results by Council District

Parks and Recreation

(N=1205)

Col%	District					
	1	2	3	4	5	6
=====						
Q5i Other city rec prgms						
-----						
1=very dissat	2.5	1.4	5.0	4.0	4.0	3.0
2=somewhat dissat	7.1	5.3	10.4	8.1	11.4	9.0
3=neutral	24.2	21.3	20.9	25.3	22.4	23.0
4=somewhat	18.2	17.9	16.9	14.6	16.4	17.0
5=very satisfied	7.1	10.1	14.9	<u>2.0</u>	14.4	6.5
9=dk	40.9	44.0	31.8	46.0	31.3	41.5
Q5j Ease of registering for prgms						
-----						
1=very dissat	2.0	2.9	5.5	2.5	4.5	3.5
2=somewhat dissat	7.1	6.3	11.4	5.6	8.5	5.5
3=neutral	24.7	16.9	14.4	28.3	21.4	23.5
4=somewhat	13.1	17.4	16.4	9.6	17.4	17.0
5=very satisfied	7.1	9.2	12.9	<u>3.5</u>	8.0	5.0
9=dk	46.0	47.3	39.3	50.5	40.3	45.5
Q5k Fees charged for rec prgms						
-----						
1=very dissat	1.5	2.9	<u>6.0</u>	2.0	6.0	4.5
2=somewhat dissat	6.1	4.3	<u>10.0</u>	4.5	8.5	6.0
3=neutral	23.2	14.5	19.4	28.3	23.4	22.0
4=somewhat	17.7	22.2	14.9	12.6	15.4	18.0
5=very satisfied	7.1	9.2	11.9	4.0	9.5	6.0
9=dk	44.4	46.9	37.8	48.5	37.3	43.5

# KCMO DirectionFinder - Results by Council District

Maintenance  
(N=1205)

Col%	District					
	1	2	3	4	5	6
=====						
Q6a Maint of city streets						
-----						
1=very dissat	21.7	15.0	26.9	18.7	25.9	18.0
2=somewhat dissat	24.7	29.0	22.4	29.8	21.4	28.0
3=neutral	31.3	31.4	24.4	31.8	34.8	33.0
4=somewhat	16.2	13.0	12.9	14.6	13.4	17.5
5=very satisfied	5.6	11.6	11.4	5.1	4.0	3.5
9=dk	0.5	0.0	2.0	0.0	0.5	0.0
Q6b Maint of sidewalks						
-----						
1=very dissat	21.2	14.5	24.4	20.2	28.4	16.5
2=somewhat dissat	18.7	19.3	19.9	26.3	18.4	22.0
3=neutral	28.8	28.0	25.9	30.3	28.4	34.5
4=somewhat	13.6	19.8	15.9	15.2	19.4	15.5
5=very satisfied	6.1	11.1	10.4	5.1	2.0	<u>1.0</u>
9=dk	11.6	7.2	3.5	3.0	3.5	10.5
Q6c Maint of street signs						
-----						
1=very dissat	5.6	6.8	7.5	7.6	7.5	5.0
2=somewhat dissat	10.6	10.1	15.9	9.1	13.4	13.0
3=neutral	26.8	28.0	25.9	29.3	27.4	29.0
4=somewhat	40.4	36.7	29.4	37.9	30.3	37.5
5=very satisfied	14.1	17.4	18.9	14.6	19.4	14.5
9=dk	2.5	1.0	2.5	1.5	2.0	1.0
Q6d Maint of traffic signals						
-----						
1=very dissat	1.5	1.9	5.0	3.5	3.0	1.0
2=somewhat dissat	6.1	7.7	6.0	5.6	8.5	10.0
3=neutral	25.3	26.1	20.9	27.8	17.9	24.5
4=somewhat	48.0	41.5	37.3	43.9	45.8	43.0
5=very satisfied	18.2	22.2	28.4	18.7	23.4	21.0
9=dk	1.0	0.5	2.5	0.5	1.5	0.5



# KCMO DirectionFinder - Results by Council District

## Maintenance (N=1205)

Col%	District					
	1	2	3	4	5	6
=====						
Q6e Maint/preserve of downtown KCMO						
-----						
1=very dissat	13.6	12.1	10.9	15.7	15.4	15.0
2=somewhat dissat	18.7	22.2	19.4	21.7	16.4	16.5
3=neutral	26.8	30.4	22.4	32.8	27.4	28.0
4=somewhat	20.7	20.8	20.9	15.7	18.4	18.5
5=very satisfied	9.6	6.3	14.9	5.6	8.0	5.5
9=dk	10.6	8.2	11.4	8.6	14.4	16.5
Q6f Maint of city bldgs-city hall						
-----						
1=very dissat	2.0	1.9	2.5	3.0	5.0	3.0
2=somewhat dissat	11.6	2.9	8.5	8.6	6.5	9.5
3=neutral	25.3	28.0	22.9	34.8	23.4	26.0
4=somewhat	28.3	34.3	32.3	32.3	31.3	33.0
5=very satisfied	14.6	12.1	21.9	10.6	17.9	9.0
9=dk	18.2	20.8	11.9	10.6	15.9	19.5
Q6g Snow removal on major strs						
-----						
1=very dissat	5.1	3.4	8.0	8.6	6.5	6.0
2=somewhat dissat	14.6	9.7	5.0	9.6	3.0	11.0
3=neutral	23.7	24.2	19.4	22.2	21.9	21.5
4=somewhat	35.9	37.7	36.8	40.9	44.8	40.0
5=very satisfied	20.2	23.2	28.4	16.2	22.4	21.0
9=dk	0.5	1.9	2.5	2.5	1.5	0.5
Q6h Snow removal on strs in residential						
-----						
1=very dissat	26.3	23.2	31.8	26.8	29.9	27.0
2=somewhat dissat	22.7	30.4	19.9	27.8	25.9	19.5
3=neutral	24.2	23.7	22.9	23.7	17.9	25.5
4=somewhat	18.2	13.5	14.4	16.7	18.4	18.0
5=very satisfied	7.6	7.7	10.0	<u>2.0</u>	5.5	7.0
9=dk	1.0	1.4	1.0	3.0	2.5	3.0

KCMO DirectionFinder - Results by Council District

Maintenance

(N=1205)

Col%	District					
	1	2	3	4	5	6

Q6i Mowing/trim along city sts/other

1=very dissat	5.6	9.7	<b><u>21.9</u></b>	7.6	12.4	7.5
2=somewhat dissat	19.2	14.0	17.4	16.7	13.4	21.5
3=neutral	28.3	27.5	21.4	30.3	30.3	31.0
4=somewhat	32.3	32.9	24.4	29.8	24.9	28.0
5=very satisfied	12.1	12.6	12.9	11.6	15.4	9.0
9=dk	2.5	3.4	2.0	4.0	3.5	3.0

Q6j Cleanliness of city sts/other

1=very dissat	9.6	7.2	<b><u>23.9</u></b>	7.6	15.9	13.0
2=somewhat dissat	22.7	15.9	17.9	24.2	20.4	15.5
3=neutral	34.3	34.8	26.9	37.4	37.8	39.5
4=somewhat	24.2	29.0	20.9	24.7	19.4	23.0
5=very satisfied	8.1	11.6	10.0	5.1	6.0	6.5
9=dk	1.0	1.4	0.5	1.0	0.5	2.5

Q6k Quality of trash collection svc

1=very dissat	4.0	2.4	10.4	5.1	8.0	6.0
2=somewhat dissat	7.1	6.8	9.5	7.1	9.0	5.0
3=neutral	19.7	23.7	19.4	21.7	14.9	22.5
4=somewhat	35.9	37.7	27.9	43.9	34.8	39.0
5=very satisfied	30.3	27.1	32.3	19.7	32.8	26.5
9=dk	3.0	2.4	0.5	2.5	0.5	1.0

Q6l Adequacy of city st lighting

1=very dissat	5.1	3.4	8.5	4.5	8.0	4.0
2=somewhat dissat	7.6	9.2	10.0	12.1	10.4	12.5
3=neutral	21.2	25.6	21.5	28.8	21.9	21.5
4=somewhat	40.4	39.6	27.5	39.4	31.3	36.0
5=very satisfied	25.3	21.7	<b><u>32.0</u></b>	14.6	26.9	25.0
9=dk	0.5	0.5	0.5	0.5	1.5	1.0

Q6m Live in are w/new str lighting

1=yes	52.6	43.7	<b><u>64.2</u></b>	32.5	63.2	46.7
2=no	47.4	56.3	35.8	67.5	36.8	53.3

KCMO DirectionFinder - Results by Council District

Code Enforcement  
(N=1205)

Col%	District					
	1	2	3	4	5	6

Q7a Enfcg clean up of liter

1=very dissat	12.6	<b><u>8.7</u></b>	<b><u>25.4</u></b>	16.7	<b><u>25.4</u></b>	14.5
2=somewhat dissat	19.2	17.9	19.4	25.3	18.4	20.0
3=neutral	26.3	24.2	23.4	25.8	26.9	30.5
4=somewhat	21.2	20.8	14.9	11.6	15.9	19.0
5=very satisfied	7.6	10.6	14.4	4.5	8.5	4.5
9=dk	13.1	17.9	<b><u>2.5</u></b>	16.2	5.0	11.5

Q7b Enfcg mowing/cutting of weeds

1=very dissat	12.6	<b><u>7.7</u></b>	<b><u>23.9</u></b>	15.2	<b><u>23.4</u></b>	15.5
2=somewhat dissat	19.7	16.4	21.4	23.2	17.9	20.0
3=neutral	29.3	27.1	25.4	30.3	29.9	29.5
4=somewhat	20.7	22.2	16.9	12.6	17.4	17.0
5=very satisfied	7.6	13.0	10.0	3.5	7.0	8.0
9=dk	10.1	13.5	<b><u>2.5</u></b>	15.2	4.5	10.0

Q7c Enfcg maint residential property

1=very dissat	9.6	<b><u>6.3</u></b>	18.9	11.6	15.9	13.0
2=somewhat dissat	15.2	14.5	19.4	23.7	19.9	16.0
3=neutral	32.3	28.5	23.9	29.3	31.8	31.0
4=somewhat	25.3	21.7	20.4	15.7	17.9	21.0
5=very satisfied	8.6	13.5	13.9	4.5	9.5	7.5
9=dk	9.1	15.5	<b><u>3.5</u></b>	15.2	5.0	11.5

Q7d Enfcg exterior maint bus prop

1=very dissat	7.1	<b><u>1.9</u></b>	10.9	9.1	7.5	4.5
2=somewhat dissat	10.1	11.6	13.9	13.1	16.4	13.5
3=neutral	36.4	31.4	26.9	36.4	28.9	33.5
4=somewhat	24.2	24.6	28.4	22.2	22.4	23.0
5=very satisfied	7.1	12.1	10.0	3.5	10.4	8.0
9=dk	15.2	18.4	10.0	15.7	14.4	17.5

KCMO DirectionFinder - Results by Council District

Code Enforcement  
(N=1205)

Col%	District					
	1	2	3	4	5	6
=====						
Q7e Enfcg codes to protect publ safety						
-----						
1=very dissat	3.0	1.9	6.5	4.5	8.5	6.0
2=somewhat dissat	11.6	6.3	10.0	8.6	11.4	10.5
3=neutral	31.8	33.8	27.9	31.3	27.4	32.5
4=somewhat	29.3	27.1	25.9	25.8	26.9	25.0
5=very satisfied	10.6	11.6	12.9	4.0	12.4	10.0
9=dk	13.6	19.3	16.9	<b><u>25.8</u></b>	13.4	16.0
Q7f Enfcg sign regulations						
-----						
1=very dissat	7.1	2.4	7.0	7.6	8.0	6.0
2=somewhat dissat	12.1	6.8	12.4	8.6	13.4	9.5
3=neutral	34.8	34.3	25.9	33.8	26.9	33.5
4=somewhat	22.7	21.7	25.4	22.2	23.9	22.5
5=very satisfied	9.1	13.5	13.9	5.1	12.9	8.5
9=dk	14.1	21.3	15.4	22.7	14.9	20.0
Q7g Enfcg/prosecuting illegal dumping						
-----						
1=very dissat	16.2	14.0	<b><u>29.4</u></b>	16.2	<b><u>32.3</u></b>	20.0
2=somewhat dissat	18.2	14.5	17.9	23.7	16.9	19.5
3=neutral	30.3	19.8	20.4	23.7	16.9	24.0
4=somewhat	10.6	15.0	11.9	8.1	10.9	13.5
5=very satisfied	6.1	9.7	10.0	4.0	9.0	7.0
9=dk	18.7	27.1	<b><u>10.4</u></b>	24.2	13.9	16.0

KCMO DirectionFinder - Results by Council District

Leadership  
(N=1205)

Col%	District					
	1	2	3	4	5	6

Q8a Quality of leadership by ELECTED OFFICIALS

1=very dissat	8.1	5.8	8.5	11.6	7.5	11.5
2=somewhat dissat	23.2	15.0	13.4	18.7	14.4	17.5
3=neutral	26.3	35.3	36.8	32.8	35.3	31.5
4=somewhat	30.3	27.5	23.4	27.3	27.9	26.0
5=very satisfied	6.6	6.8	13.4	5.6	9.0	7.5
9=dk	5.6	9.7	4.5	4.0	6.0	6.0

Q8b Effectivenss of appt boards/comm

1=very dissat	11.6	9.2	8.5	11.1	10.9	11.0
2=somewhat dissat	21.2	18.8	11.9	16.2	15.4	20.0
3=neutral	28.8	32.9	35.3	36.9	35.8	35.5
4=somewhat	22.2	19.8	21.9	17.7	19.4	17.5
5=very satisfied	4.0	6.3	<u>12.4</u>	4.5	6.5	7.0
9=dk	12.1	13.0	10.0	13.6	11.9	9.0

Q8c Effectivenss of City Mgr/staff

1=very dissat	7.6	4.8	5.0	6.1	6.0	6.5
2=somewhat dissat	13.6	14.5	10.0	10.6	10.4	15.0
3=neutral	28.8	32.9	36.3	38.4	37.3	36.0
4=somewhat	29.3	26.6	21.4	26.3	25.9	24.0
5=very satisfied	8.6	7.2	13.9	7.1	9.0	8.5
9=dk	12.1	14.0	13.4	11.6	11.4	10.0

KCMO DirectionFinder - Results by Council District

Communication  
(N=1205)

Col%	District					
	1	2	3	4	5	6
=====						
Q9a Avail info about city prgms/svcs						
-----						
1=very dissat	9.6	8.2	14.4	9.6	9.5	8.0
2=Somewhat dis	15.7	19.3	15.4	16.7	14.4	22.5
3=neutral	32.8	28.5	30.3	33.8	29.4	31.5
4=somewhat	24.2	24.2	19.4	26.3	21.9	19.5
5=very satisfied	10.6	12.6	14.9	<u>4.5</u>	15.9	9.0
9=dk	7.1	7.2	5.5	9.1	9.0	9.5
Q9b City efforts keep you informed						
-----						
1=very dissat	9.1	9.2	13.9	11.1	10.4	10.0
2=Somewhat dis	22.2	17.9	20.4	20.2	18.9	21.5
3=neutral	28.3	37.2	27.4	31.8	29.4	32.0
4=somewhat	25.3	24.2	19.4	20.7	21.4	21.5
5=very satisfied	10.6	8.7	14.9	8.6	12.9	9.0
9=dk	4.5	2.9	4.0	7.6	7.0	6.0
Q9c Level of public involvement						
-----						
1=very dissat	10.1	11.1	17.9	13.1	15.4	10.5
2=Somewhat dis	24.2	22.2	22.9	23.7	22.4	23.0
3=neutral	31.3	35.3	23.4	31.3	27.9	36.5
4=somewhat	20.7	18.8	16.4	15.2	16.9	18.5
5=very satisfied	5.1	<u>1.9</u>	11.4	4.5	6.5	3.5
9=dk	8.6	10.6	8.0	12.1	10.9	8.0

KCMO DirectionFinder - Results by Council District

City TV Station Viewership  
(N=1205)

Col%	District					
	1	2	3	4	5	6
=====						
Q10 Approx # minutes watch Channel 2						
-----						
1=zero/not watch	64.6	70.0	66.7	71.2	<u>55.7</u>	62.5
2=less than 15 min	11.6	9.7	10.0	9.6	13.9	18.0
3=15-59 minutes	11.6	11.6	11.9	10.1	16.9	9.5
4=1-3 hours	9.6	5.8	8.5	6.1	9.0	6.5
5=more than 3 hrs	2.5	2.9	3.0	3.0	4.5	3.5

KCMO DirectionFinder - Results by Council District

Ratings as a Place to Live, Work and Raise Children  
(N=1205)

Col%	District					
	1	2	3	4	5	6
=====						
Q11a Place to live						
-----						
1=poor	4.0	2.4	3.5	2.0	1.5	1.5
2=below average	1.5	3.4	4.0	4.0	5.5	6.0
3=neutral	21.2	19.3	18.9	23.2	21.9	25.5
4=good	47.5	52.2	37.3	46.5	44.3	44.5
5=excellent	25.3	22.7	<b><u>36.3</u></b>	24.2	26.9	22.5
9=dk	0.5	0.0	0.0	0.0	0.0	0.0
Q11b Place to raise children						
-----						
1=poor	8.6	4.8	9.5	9.1	9.0	7.0
2=below average	7.6	6.8	14.4	16.2	13.9	20.5
3=neutral	27.8	22.7	22.9	29.3	25.4	29.5
4=good	37.9	43.0	32.3	25.8	29.9	27.0
5=excellent	17.2	18.8	18.9	15.2	20.4	15.0
9=dk	1.0	3.9	2.0	4.5	1.5	1.0
Q11c Place to work						
-----						
1=poor	3.0	2.4	2.0	1.0	1.0	1.0
2=below average	2.5	4.3	5.5	2.5	5.0	8.5
3=neutral	20.7	17.9	20.4	24.2	27.4	25.0
4=good	42.9	51.2	41.3	51.5	41.3	39.5
5=excellent	29.3	22.2	28.4	17.7	22.4	23.5
9=dk	1.5	1.9	2.5	3.0	3.0	2.5



# KCMO DirectionFinder - Results by Council District

## Perceptions of Safety (N=1205)

Col%	District					
	1	2	3	4	5	6
-----						
=====						
Q12a Feel safe at home during day						
-----						
1=very unsafe	1.0	0.0	2.0	0.5	1.5	1.0
2=unsafe	2.0	1.4	4.5	2.0	4.0	1.5
3=neutral	9.1	5.8	16.9	13.6	14.4	16.5
4=safe	32.3	34.3	25.9	35.4	39.8	41.0
5=very safe	<b>55.1</b>	<b>58.0</b>	50.2	47.5	40.3	39.0
9=dk	0.5	0.5	0.5	1.0	0.0	1.0
Q12b Safe at home at night						
-----						
1=very unsafe	2.0	1.4	4.0	2.0	7.0	3.5
2=unsafe	6.1	3.4	9.5	6.1	11.9	7.5
3=neutral	14.1	12.6	22.9	21.2	19.4	25.5
4=safe	36.9	39.6	27.9	41.4	30.3	39.5
5=very safe	40.9	<b>43.0</b>	35.8	29.3	31.3	23.5
9=dk	0.0	0.0	0.0	0.0	0.0	0.5
Q12c In neighborhood during day						
-----						
1=very unsafe	1.0	0.0	3.0	0.5	2.5	1.5
2=unsafe	1.0	1.9	6.5	3.0	8.5	4.5
3=neutral	9.6	8.7	22.9	13.1	10.9	18.5
4=safe	34.8	32.4	27.9	39.9	38.3	39.0
5=very safe	<b>53.5</b>	<b>57.0</b>	39.3	42.9	39.8	36.0
9=dk	0.0	0.0	0.5	0.5	0.0	0.5
Q12d In Neighborhood at night						
-----						
1=very unsafe	3.0	3.4	10.4	4.5	9.5	6.5
2=unsafe	8.6	7.2	12.9	9.1	14.4	11.0
3=neutral	19.2	14.0	29.4	24.2	20.9	26.5
4=safe	31.8	38.2	20.4	44.9	30.3	34.5
5=very safe	37.4	36.7	26.4	<b>17.2</b>	24.9	19.5
9=dk	0.0	0.5	0.5	0.0	0.0	2.0

KCMO DirectionFinder - Results by Council District

Perceptions of Safety  
(N=1205)

Col%	District					
	1	2	3	4	5	6
-----						
=====						
Q12e In City parks during day						
-----						
1=very unsafe	3.5	1.9	7.5	2.5	2.5	8.5
2=unsafe	6.6	6.3	6.5	4.0	10.9	9.0
3=neutral	21.7	21.3	23.9	21.7	24.9	23.0
4=safe	32.3	35.7	25.9	35.4	29.9	30.0
5=very safe	24.7	23.2	18.9	21.2	23.9	15.5
9=dk	11.1	11.6	17.4	15.2	8.0	14.0
Q12f In city parks at night						
-----						
1=very unsafe	27.8	30.4	38.8	32.8	<b><u>47.3</u></b>	<b><u>44.0</u></b>
2=unsafe	27.3	24.6	20.9	27.8	19.9	23.0
3=neutral	20.7	18.8	13.9	17.7	13.4	14.5
4=safe	7.6	7.2	3.0	7.6	2.5	3.5
5=very safe	3.0	3.4	3.5	0.5	4.5	1.0
9=dk	13.6	15.5	19.9	13.6	12.4	14.0

KCMO DirectionFinder - Results by Council District

Banner Crosstabs  
(N=188)

Col%	District					
	1	2	3	4	5	6
=====						
Q13a Did report crime to KCMO PD						
-----						
1=yes	82.8	88.0	90.0	75.0	89.5	71.0
2=no	17.2	12.0	10.0	25.0	7.9	25.8
9=dk	0.0	0.0	0.0	0.0	2.6	3.2

KCMO DirectionFinder - Results by Council District

Use of Parks and Recreation Facilities  
(N=1205)

Col%	District					
	1	2	3	4	5	6
=====						
Q14 Approx # times visit park past 12 mo						
-----						
1=once a week	15.7	17.9	10.9	17.7	16.9	10.5
2=few times mo	20.2	18.8	15.9	22.2	21.9	18.0
3=monthly	15.7	15.0	12.4	13.1	11.9	16.5
4=less than 1 mo	17.2	16.4	23.9	14.6	15.4	16.5
5=seldom/never	31.3	31.9	36.3	32.3	33.8	38.5
9=dk	0.0	0.0	0.5	0.0	0.0	0.0
Q15 Past 12 mos visit park near you						
-----						
1=once a week	15.2	17.4	10.4	18.7	16.4	9.5
2=few times mo	14.6	17.4	10.0	19.7	18.9	15.5
3=monthly	15.2	11.1	14.4	9.1	11.4	15.0
4=less than 1 mo	14.6	13.0	16.4	16.7	12.9	12.0
5=seldom/never	40.4	41.1	48.8	35.9	40.3	48.0
Q16 Use city rec in past 12 mos						
-----						
1=once a week	5.6	7.7	10.9	6.1	9.0	5.5
2=few times mo	14.1	12.6	7.5	9.1	13.9	9.5
3=monthly	12.6	8.2	6.5	10.1	6.5	6.5
4=less than 1 mo	11.1	8.7	14.4	7.1	10.4	11.0
5=seldom/never	<b><u>56.6</u></b>	62.8	60.7	67.7	60.2	67.5

KCMO DirectionFinder - Results by Council District

INTERNET  
(N=1205)

Col%	District					
	1	2	3	4	5	6
=====						
Q17a Sign up for park/rec programs						
-----						
1=yes	42.9	47.8	<b>26.9</b>	43.9	<b>30.8</b>	34.5
2=no	57.1	52.2	73.1	56.1	69.2	65.0
9=dk	0.0	0.0	0.0	0.0	0.0	0.5
Q17b Pay municipal court fees						
-----						
1=yes	28.8	38.6	<b>20.4</b>	39.4	26.9	26.0
2=no	71.2	61.4	79.6	60.6	73.1	73.5
9=dk	0.0	0.0	0.0	0.0	0.0	0.5
Q17c Obtain city permits						
-----						
1=yes	43.4	49.3	<b>23.4</b>	43.9	30.3	32.0
2=no	56.6	50.7	76.6	56.1	69.7	67.5
9=dk	0.0	0.0	0.0	0.0	0.0	0.5

Demographics  
(N=1205)

Col%	District					
	1	2	3	4	5	6
=====						
Q21 Own/rent residence						
-----						
1=own	80.8	70.0	72.1	64.6	77.1	80.0
2=rent	19.2	30.0	27.4	34.3	22.9	19.5
9=refuse	0.0	0.0	0.5	1.0	0.0	0.5
Q22 Describe race/ethnic						
-----						
1=Asian/Pac Isl	0.5	1.4	0.0	2.5	0.0	1.0
2=White	84.8	84.1	40.3	84.3	35.8	77.0
3=Am Ind/Eskimo	0.5	0.5	3.5	3.5	1.0	1.5
4=Blk/African Am	7.1	9.7	50.2	5.6	59.7	18.0
5=Hispanic	3.0	2.4	4.5	2.5	1.5	1.0
6=other	1.0	0.5	1.0	0.0	0.0	0.5
9=refuse	3.0	1.4	0.5	1.5	2.0	1.0
Q23 Age of respondent						
-----						
1=under 25	4.0	3.9	4.5	7.1	5.0	4.0
2= 25-34	22.7	24.2	10.9	27.8	12.9	19.6
3=35-44	23.2	27.1	20.4	12.6	20.9	17.1
4=45-54	18.2	17.9	16.9	19.7	22.4	16.1
5=55-64	16.7	11.6	17.9	9.6	17.9	16.6
6=65+	14.6	15.0	28.4	22.2	20.9	26.1
9=refuse	0.5	0.5	1.0	1.0	0.0	0.5
Q24 Total household income						
-----						
1=Under \$30,000	25.8	16.4	47.8	22.7	33.3	23.0
2=\$30,000-59,999	32.3	23.2	26.9	30.3	32.8	35.5
3=\$60,000-99,999	14.1	26.6	7.0	15.2	9.5	18.0
4=\$100,000 or more	3.5	7.7	0.5	7.6	4.0	4.0
9=refuse	24.2	26.1	17.9	24.2	20.4	19.5
Q25 Respondents sex						
-----						
1=male	47.0	45.9	41.8	52.0	44.3	42.5
2=female	53.0	54.1	58.2	48.0	55.7	57.5
Q26 Have used Internet at home past wk						
-----						
1=yes	48.2	47.8	21.0	44.9	25.4	39.0
2=no	51.8	52.2	79.0	55.1	74.6	61.0